

CHEMIST & DRUGGIST

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a Benn publication

April 17 1982

**The safety
of phenyl-
propanolamine
questioned**

**Foster Grant
on move to
Schwarzkopf**

**Students in
conference:
further report**

**History of
Pharmacy
weekend**

**Pharmacy
economics: 5**

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

April 17, 1982

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COMMENT

Student view

"Damn sauce" is how some older members of the profession might feel about last week's call from the British Pharmaceutical Students Association for the retirement of male pharmacists at 65 and female pharmacists at 60. After all, what right have the young to question their elders and betters? None, perhaps, except a sneaking suspicion that increasing years do not in turn always lead to increasing wisdom!

Jingoism is a word much in favour at present, and the dictionary defines it as a piece of conjurer's gibberish. (For those of a more historical or political bent, a jingo was a person who supported the policy of Lord Beaconsfield in sending a British fleet into Turkish waters to resist the advance of Russia in 1878 — which could explain its current popularity. Much of the reasoning behind the BPSA conference motion will no doubt be dismissed as "jingo". After all, one of the hallmarks of a profession is that one can continue to practise *after* the "official" retiring age, a distinction that is not lost on the public.

However the thought was aired that if the active (ie working) membership of the profession was biased towards those of more tender years, the knowledge of the pharmaceutical body would be more up to date (21 per cent of those on the Register are over 65). This idea received several mentions at the conference and rumblings among other pharmaceutical bodies echo a growing feeling that continuing pharmacy education is at present somewhat neglected.

The students themselves passed a motion calling for continuing education to be encouraged, with a view to it becoming compulsory. And good for them! If students, with their well-known (or well remembered) love of that form of academic purgatory, the exam, can appreciate the necessity for regular educational stimulus, then surely the rest of the profession can recognise the need.

And are not students just the people to recognise how behind the times in current pharmacological knowledge others in the profession are? What they perhaps do not always take into account is the value of experience, because this is what they themselves lack. Nevertheless, in these days of rapid medical progress, there can be no substitute for a substantial measure of "off-the-job" learning — however difficult that may be to achieve for the community pharmacist under pressure.

There are ways a practising pharmacist can keep abreast of developments — evening and weekend seminars organised by Society branches and NHS health authorities; articles and speciality pages in this and other journals; the Leicester correspondence course and, on a more ambitious level, the College of Pharmacy Practice. Obviously the degree of commitment varies, but it is this commitment that the BPSA, for one, felt was lacking. Dr Westwood, organiser of the Leicester course, told the conference that uptake has been less than 5 per cent — in other words fewer than 1,625 pharmacists have corresponded. The speaker committed himself to continuing education as a requirement for re-registration unless more enthusiasm was apparent from the membership.

That seems an extreme position, but is one which has been canvassed before both in pharmacy and other professions. The doctor has been encouraged rather than coerced into continuing education — through leave of absence and financial reward — and while the pharmacist has certain costs and expenses met, he is not in the same league. Unfortunately, the future standing of the pharmaceutical profession demands that its practitioners voluntarily take on the burden.

The spectre of the ill-informed pharmacist relegated to a secondary role in the health care field should be enough to frighten anyone — if only for the financial *disincentive* it offers! The carrots being dangled may be of inferior quality, but they are certainly preferable to the big stick. ■

Phenylpropanolamine safety questioned

A medical editorial questioning the safety of phenylpropanolamine has received wide publicity in the *Sunday Times*. Under the headline "Cough medicines can harm heart" the paper reports the editorial and lists certain products containing the drug.

The editorial was in last week's issue of the *Lancet*. It said that while phenylpropanolamine may relieve some of the misery associated with the common cold, proof of its efficacy in preventing complications of upper-respiratory-tract infections is lacking. Three recent cases reported in the *British Heart Journal* of myocardial injury after ingestion of both therapeutic and excessive doses had raised doubt about its history, it continued.

Going on to quote other cases of overdose the *Lancet* notes that the formulation of phenylpropanolamine may be important since hypertensive episodes are more likely to follow ingestion of a simple dosage form than with slow-release preparations. Other drugs combined with phenylpropanolamine, such as caffeine and chlorphenamine, may enhance its toxicity. In the US the drug is promoted as a counter-sold slimming aid and many cases of overdose are seen, it continues. Some of this overuse seems to have resulted from the drug being substituted for amphetamine as a "street drug".

The editorial concludes: "Since some of the most serious adverse reactions have arisen in previously healthy people after ingestion of modest doses, it may be that alternative remedies are safer for relief of symptoms of congestion from colds and flu. The regulatory authorities will doubtless be scrutinising attempts to market the drug as an anorexiant in view of its potential as a drug of abuse".

The *Sunday Times* story, which appeared on the front page, opens with the statement: "The safety of certain drugs taken by millions of people in Britain to treat coughs and colds is being seriously questioned. The drugs, which are available over chemists' counters without prescription, may cause severe injury or death even after only one capsule has been taken, says an editorial in the *Lancet*". Products listed in the paper are Dimotane, Dimotapp, Eskornade, Exyphen, Pholcolix, Rinurel, Tixylix, Triogesic, Triominic, Triotussic, and Totolin. No mention was made of "non-ethicals" specifically promoted for counter sale such as Day Nurse and Benylin day and night tablets.

Manufacturers contacted by *C&D* all vigorously defended their products. Smith, Kline & French questioned some of the *Lancet*'s comments about the *BHJ* article. In the three cases quoted, two were overdoses and the *BHJ* concluded that their report showed that clinical evidence of myocardial injury may result from the ingestion of excessive doses. However while therapeutic doses might also cause such toxicity in certain subjects this could not be clearly established from their observations.

Documentation of Eskornade from 1965 had revealed only three reports of adverse reactions, SK&F added. One was a death thought to result from a drug interaction and there were two reports of ECG abnormalities after overdosage, one unconfirmed. Contac, marketed by the company's subsidiary, Menley Laboratories, had been in the US for over 20 years and in the UK for over 15. There were a few reports of hypertension, mainly in combination with MAOIs, but none of myocardial damage.

A. H. Robins said most of the products mentioned by the *Sunday Times*, including their own, had very low doses of phenylpropanolamine. Beecham pointed out that Day Nurse has been granted a full product licence. It contains 25mg of the drug per dose, they say, and they had no reason to question the safety of this dose. □ The Committee on Safety of Medicines said on Wednesday it had received 43 reports of adverse reactions, suggested by the reporting doctors to be attributable to phenylpropanolamine. However, the existence of the reports "should not be interpreted as indicating a causal relationship in all cases." ■

March pharmacy numbers static

Pharmacy numbers remain static in Great Britain during March at 10,687, with 27 premises joining the Register and 27 closing. In England 24 new pharmacies opened up (six in London) and 20 closed down (three in London). Two opened up in Wales, and two closed, while in Scotland five closed down and only one opened up. There has been a net loss of 26 shops so far this year.

Anti-cancer drug for 1983 UK launch

A new anti-cancer compound has shown promising results in patients with acute leukemia, according to studies presented at a recent symposium in Nice, France. Cancer specialists from Europe and the US presented their findings and discussed the use of amsacrine both alone and in combination with other anti-cancer agents.

The symposium was told that amsacrine is active in acute lymphoblastic leukemia and in acute non-lymphoblastic leukemia. The compound compares favourably with other common agents with regard to cardiac toxicity and is effective in combination with cytosine arabinoside. Remission rates of over 40 per cent were shown in some studies.

Amsacrine is to be marketed this year in several European countries under the name Amsidine and will be marketed in the UK in 1983. The licence is held by Warner-Lambert. ■

Difficult spending choices ahead

During the 1980s technological advances will create revolutionary therapeutic and diagnostic opportunities in many areas of medicine, argues Office of Health Economics deputy director, David Taylor, in a paper presented in Switzerland this week.

Implantable or portable heart and/or lung machines are one possibility and new pharmaceuticals for treating or preventing some cancers, viral diseases and circulatory and arthritic disorders are confidently expected. But such medical progress is likely to require substantial economic resources and OHE believes that all developed countries will face difficult health spending choices in the 1980s. To resolve these, programmes aimed accurately at assessing the potential costs and benefits of new technologies will be needed.

Mr Taylor argued that Britain needs a body with the role of evaluating the economic impact of, and society's need for, new medical technologies. The United States Congress already has an Office of Technology Assessment. He commented "an independent organisation, perhaps reporting directly to Parliament could do much to help national health care planning in both the public and private sectors. And it could enlighten political debate about health policies and overall investment levels." ■

Households spend £0.48 on medicines

UK households spent an average of £0.48 per week on medicines and surgical goods during 1980. This represented 0.4 per cent of total weekly household expenditure — the same as in 1979 when the monetary value was £0.36 per week.

The amount spent on toilet requisites and cosmetics was £1.17 per week, or 1.1 per cent of the total expenditure. This is up from 1.0 per cent (£0.95) in 1979.

The statistics, based on information collected from about 10,400 households, appear in the Department of Employment's "Family Expenditure Survey 1980" (HMSO £13).

Spending varied widely according to household income. For medicines and surgical goods the range was from £0.16 a week for households with a gross normal weekly income under £30, to £0.79 in households where the gross income was £350 or more. The corresponding range for toilet requisites and cosmetics was £0.35 to £2.92. ■

FDA reports on OTC products

Nine reports examining the effectiveness and safety of non-prescription drugs have been recently published by the US Food and Drug Administration. The reports question the effectiveness of smoking deterrents and hormone skin products, and examine the claims made for digestive aids, anti-poison kits and other products.

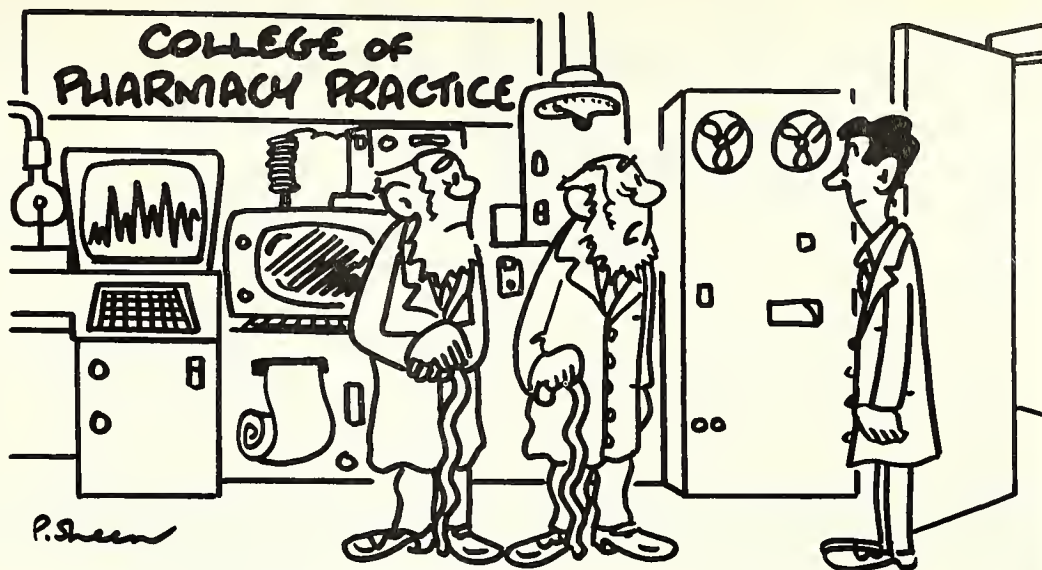
No adequate proof was found that any OTC smoking deterrents can help smokers quit, although lobeline (with an action similar to nicotine) and silver acetate (which is supposed to give tobacco smoke a metallic taste in the mouth) were found to warrant further study. It was recommended that hormone products be eliminated from topical OTC products, as there was no evidence that hormones added to the effectiveness of the products. ■

NAS design prize

The fourth National Association of Shopfitters Design Prize competition is to be held this year with a certificate awarded to the winning entry in each class and an overall prize of £1,000.

Notices of intention to submit an entry are required by October 20, 1982 and entries by January 31, 1983. Judging will take place during February to April 1983, with the results announced and the presentation of the prizes taking place in May 1983.

The competition is sponsored by NAS in association with the Design Council and is open to architects and designers practising in the UK. The design project will be one for which the contract works



"It was either continuing education or compulsory retirement."

Call for improved patient rights

Consumers' organisations have decided that an improvement in the rights of National Health Service patients is urgently needed.

Delegates to the recent Consumer Congress condemned patients' existing legal rights as "limited and vague" and said NHS patients lacked effective redress and representation. They called on the National Consumer Council to campaign for: patients to have the absolute right to see their medical records and access to information about standards of care, backed up by an effective complaints and redress system; more facts to be published by Family Practitioner Committees and

have been completed and carried out in the UK by a member of the NAS. There are four categories for entries — retail outlets; hotels, restaurants, etc; banks and offices; civic and public buildings. Brochures and entry forms are available from NAS House, 411 Limpsfield Road, Warlingham, Surrey, CR3 9HA (telephone 088 32 4961). ■

Grocery gains

Market sizes for various categories in grocers have been issued by the A. C. Nielsen research organisation.

The following categories, from the Nielsen 1981 food index, are relevant:—
£40 — 50m: Toilet soaps.
£30 — 35m: Toothpastes; sanitary towels and tampons.
£25 — 30m: Shampoos.
£15 — 20m: Air fresheners; oral analgesics; blackcurrant health drinks; disinfectant liquids and liquid antiseptics.
£10 — 15m: Hair setting agents; external deodorants; general purpose dry cell batteries; bath products; razor blades.
£5 — 10m: Baby napkins.
Up to £5m: Stomach upset remedies; first aid dressings; indigestion remedies; toothbrushes; artificial sweetening agents; hand preparations; baby syrup; razors. ■

Health Authorities about their policies and services; Community Health Councils to be given a statutory right to membership of FPCs and an absolute right to information on all matters affecting the delivery of health services in their district. The resolution was given top priority out of six passed.

Another resolution was on consumer grievances in the market place. After learning that over one in four people who tried to get redress for faulty products had difficulty in doing so, Congress urged the NCC to do more work on: initiating collective and public interest court actions; investigating ways of encouraging traders to provide details of their policy on consumer redress; helping consumer litigants whether as plaintiffs or defendants and improving consumer information and education. ■

A 'zero sum game'?

The Henley Centre for Forecasting has produced a report on the relationship between retailers and manufacturers, following a commission from the Food Manufacturers Federation acting in association with Nielsen Marketing Research. The report, "A zero sum game?" will be presented in the form of a seminar by Hywel Jones, director of the Henley Centre, on May 13 at the Methven Room, Centrepont, London.

The concept of a zero sum game concerns transactions where any gain made by one party is achieved only at the cost of the other party suffering an equal loss — resulting in no absolute gain overall. The seminar will focus on five key issues: Retailer finance and planning; manufacturers' brands versus own labels and generics; manufacturers' margins and profitability; consumer expectations and technological innovations. The seminar fee is £143.75 for the first delegate attending, and £126.50 for each delegate thereafter. These charges rise to £155.25 and £138.00 respectively for bookings received after April 27 through: Mr Eric Doling, Food Manufacturers Federation Inc, Catherine Street, London. ■

Computer matches doctor in dyspepsia diagnosis

Diagnosis of dyspepsia by computer is to be tested in a Glasgow health centre after successful use in the Southern General Hospital.

Patients referred to the hospital have for some time been diagnosed by a computer as well as by a consultant and for many problems the computer's diagnosis was just as accurate. This was especially so for peptic ulcers where the computer was as accurate as endoscopy. A series of questions is posed by the computer which then produces a probable diagnosis.

The Scottish Home & Health Department has now awarded a £41,997 grant to Professor Hamish Barber, department of general practice, Glasgow University, and Dr Gerald Crean, of the Southern General Hospital. This is for a three-year study of computer-associated diagnosis at Goven Health Centre. Patients will be randomly allocated to the computer as well as seeing their doctor to see if the computer works as well as in the hospital. This may not be the case as in general practice there is less likely to be a definite complaint and any illness may not be so advanced.

If the computer is found to be just as

accurate in the health centre then it could perhaps reduce the number of consultant referrals and subsequent endoscopies, barium meals, etc. The study may also show whether the information provided by the computer can alter the patient's treatment. Half the patients with ulcer-type dyspepsia are found not to have ulcers on investigation yet half of these develop ulcers within five years. Long-term treatment of such patients may possibly prevent ulcers developing.

Professor Barber has also been given a grant to test the effectiveness of blood pressure screening in general practice. The award — £111,480, again from the Scottish Home & Health Department — will sponsor a three-year study in which all patients visiting the practices involved will have their blood pressure checked. Those with a reading over 100mmHg diastolic will be offered a "simple and up-to-date treatment programme".

The aims are to find what percentage of the "at risk" population can be detected this way and what proportion of the "at-risk" population is hypertensive. Compliance with the treatment will also be tested. ■

Coupons increase in popularity

Seven and half billion coupons were distributed in Britain during 1981 according to Nielsen Clearing House, Britain's largest coupon handler. This 60 per cent increase on the previous year resulted from retailers adopting this promotional tool, hitherto used almost exclusively by manufacturers.

Consumers also responded by developing a growing "coupon consciousness" using 324 million of them valued at £23m in 1981 — 30 per cent more than in 1980.

"Couponing continues to be recognised as a major cost-effective means of promoting a product, brand or size," says Brian Husselbee, UK general manager. "The consumer gets an instant price reduction and the manufacturer knows his brand will be demanded at POS."

Consumers seem to prefer coupons which they have taken from in or on pack say Nielsen. But more people are using coupons which have been delivered to the door — often by the GPO's Household Delivery Service. Fifteen per cent of all coupons redeemed were distributed in this way in 1981, compared to only 4 per cent in 1980.

On average, the coupon's face value remained static throughout both 1980 and 1981, at 7.1p but the allowance made to

retailers for handling coupons increased in 1981 to 82.5 pence per 100 coupons — almost 16 per cent more than in 1980.

Nielsen Business Services, Nielsen House, Headington, Oxford OX3 9RX. ■

Expansion in dry shaver market

The most rapid growth in the dry shaver market is expected to occur in the female sector says in the latest *Retail Business*. Philips are expected to retain dominance here with Braun equalling Philip's sales in the male market by 1983. (Hitachi are also felt to be an outsider that could do well in the 1980s.)

Trends within the dry shaver market point to the "more or less even split between rotary and foil heads" and the report sees the future of the market dependent on the strategies of Philips and Braun.

By 1980 media expenditure for electric shavers was almost twice that for wet shaving. "This could have a significant impact on the relative growth of the wet and dry shaving markets, the development of the dry shaver business ultimately depending on the new users."

The import content of the home market has increased dramatically from around 64 per cent to virtually 100 per cent in 1980. And the report concludes that there is no evidence to suggest that any resurgence of domestic output will

alter the position of the market from being entirely supplied by imports.

As to purchasing trends, 82 per cent of dry shavers are purchased through retail outlets and 18 per cent non-retail outlets (15 per cent of these being mail order catalogues). Mains shavers account for the bulk of the market 70 per cent of male shaver sales and 58 per cent of female shaver sales. The report believes mains shavers will broadly maintain their position due to reasons of cost effectiveness and closeness of shave. (Battery shavers accounted for 22 per cent of the male shaver market in 1981 and 42 per cent of the female sector.)

Of the advertising spend, £5.2m in all, Philips spent 54 per cent and Braun 35 per cent in 1980. Some 77 per cent of the total was spent on advertising male shavers and 67 per cent was spent in the last quarter of the year to capture the Christmas gifts market. (For market details see *C&D* shaving feature, February 13, p268.)

The report concludes that although the dry shaver market is restricted to about a third of the total shaving population the potential for growth is large due to the potential pool of users who could be persuaded to change to dry shaving and the first time users just entering the market.

Retail Business No 290, April 1982, Economist Intelligence Unit Ltd, Spencer House, 27 St James's Place, London SW1A 1NT. ■

PAS 'morning after' campaign launched

The Pregnancy Advisory Service is launching a campaign for the integration of post-coital birth control into the routine family planning services after providing a "morning-after" choice of either combined hormone tablets or IUD insertion for over a year.

PAS say they have achieved a 98-99 per cent success rate with only nine "failures" among the 516 women who requested the treatment in the nine month period analysed (over 700 women have used the system since April, 1981).

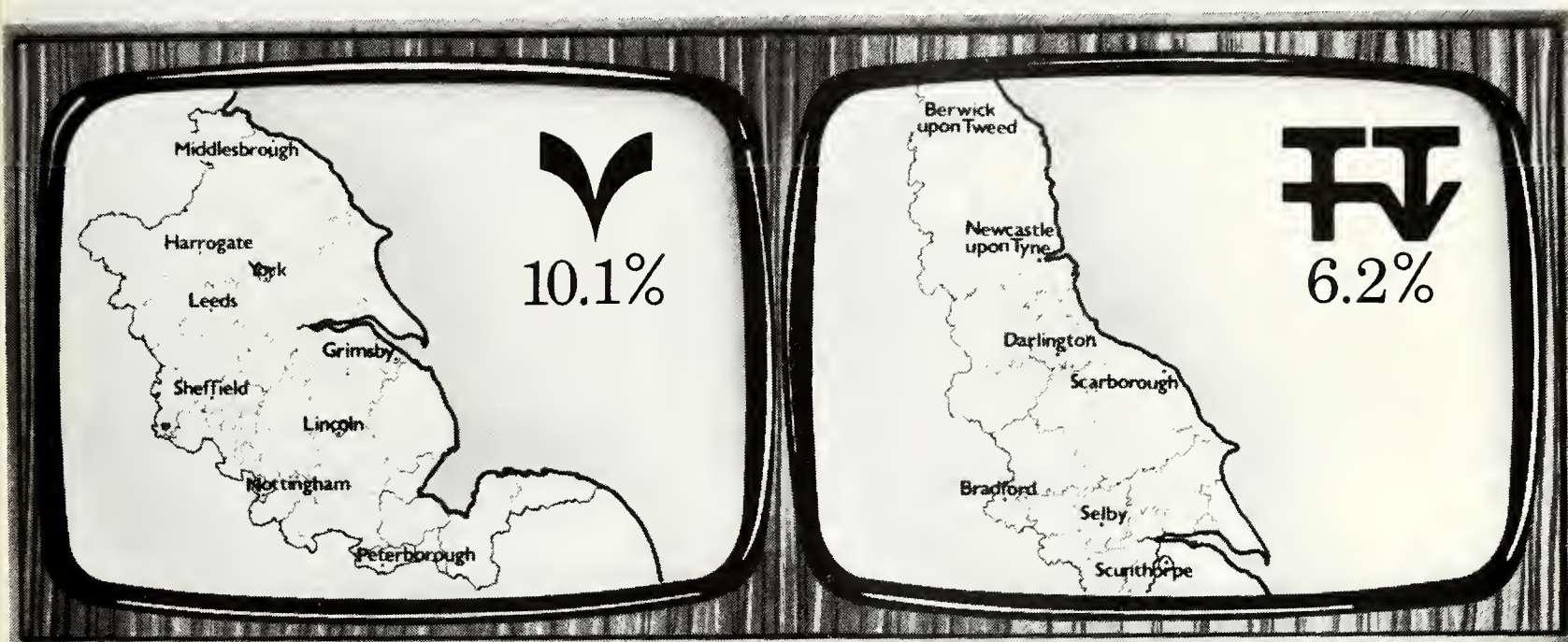
The service is currently available for one hour each day but PAS hope to introduce a full daily service in May. Eugynon 50 and Ovran are the pills used: two of either brand are taken at the clinic and two more twelve hours later.

A spokeswoman for PAS told *C&D* there had been a growing demand for information on "what is the only effective new choice in contraceptive technology." ■

Retail sales

The Department of Industry retail sales index for February shows an increase for dispensing chemists of 6 per cent to 141 (1978 = 100), compared with a rise of 8 per cent for all businesses to 138. NHS receipts are excluded.

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Source: T.G.I. Net Area Shares (Make up including foundation) 1981.

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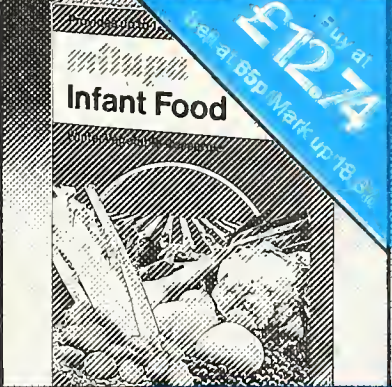







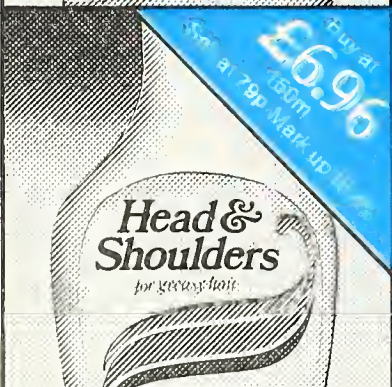


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TOPICAL REFLECTIONS

By Xrayser

Discrimination

I notice that at the back of this journal, every week there appears a large notice warning advertisers to take heed of the Sex Discrimination Act, under which those who might prefer to surround themselves with a bevy of hand-picked beauties can't actually advertise for them by sex — unless they employ fewer than six that is.

It is unfortunate that one of the few flaws in English is revealed in the use of the only neuter word representing people in the singular, which gives rise to such deformities of language as chair person, cleaning person, post person and so on. Since words as chairman and the like are long since divorced from the actual sex of the holder, having become titles in their own right, I am appalled at the soft acquiescence which has allowed such abortions to be presented as live and valid additions to our vocabulary (although I do concede it proves the user to have no discrimination — none at all).

However, even if we allow that in some areas, certain chauvinistic attitudes may have needed jolting into accepting the reality of women's abilities, in pharmacy it is my experience that a genuine equality of opportunities exist, with both men and women being paid identical salaries for identical work. I would agree that the biological fact which rules that women should bear children can disrupt the smooth upward flow of promotion, but does no-one consider the raising of children a right and a privilege to be enjoyed any more? It is disappointing then to find that if we want to see fresh or original insight into the realities of the male-female work ethic of our society, there is no point in looking to the young who seem to be the most unoriginal and conventional of us all.

Blinkered outlook?

Take for example the report from the British Pharmaceutical Student's Association conference last week. In order to improve the turnover-rate of pharmacists they produce the startling idea that male pharmacists should retire from active practice at 65 and women at 60, so disclosing an abysmally blinkered way of looking at the male-female concept. Why should women, who are generally tougher, fitter and infinitely more durable than men, have to retire five years earlier to face the prospect of perhaps 20 or 30 under-utilised years? If we are to have equality let's have equality with working years related to the life expectancy tables provided by the

insurance companies which prove that women could work three or four years longer, and still enjoy the same retirement. I tell you, I intend to work until I'm 70, unless I lose my marbles before then — and you never know.

Good health!

I seem to have been the focus of attention from every known manufacturer of health foods over the past month; I find myself moving from a traditionally courteous hearing of the salesman to an almost truculent desire not to see the next. While I can smell nothing fishy it still gets up my nose to have some brain-washed enthusiast telling me about the role vitamins play in the nutrition of the deprived city dweller, OAP, teenager, sufferer from catarrh, or menstruating woman.

I have never heard such pretentious nonsense before, and having visited countries where the bulk of the population are really under-nourished it offends me to be asked to duplicate an already extensive stock whose use on the grounds of need can hardly be justified.

Basic PR

I am glad *C&D* challenged the *Which?* magazine over the prices it quoted for a variety of OTC medicines and feel we have to think about our pricing policy when it comes to products which need our supervision when being sold. I charge 95p for 200ml of kaolin and morph because I see everyone who wants to buy it. It is surprising how many times I can advise other more suitable treatments or suggest a visit to the doctor, finding that because K&M is the only thing they can think of people are grateful for my attention. I charge £1.35 for mist mag trisil, which is near enough the Society's figure.

The difficulty in setting prices is a matter of our history, since it is not all that long ago that Boots used to carve up all the packed goods prices, which made many of us sweat on margins in an attempt to avoid criticism — and we had to throw in our advice gratis. It is changing, thank goodness, with some customers acknowledging that the net ingredient cost is not the only factor in such purchases. But it is a matter of making the point and giving ourselves a value — I would call it basic PR at grass roots. ■



Mr Marc Wheeler (right), UK sales and marketing director, Evans Medical Ltd, presents the Evans Medal to Dr T.R. Lowther, MSc, PhD, FRSC, MPS, chief administrative pharmaceutical officer to the Lothian Health Board. The presentation was made at the Guild of Hospital Pharmacists weekend school held at Durham

Deaths

■ **Kelly.** On April 6 at St Mary's Hospital, Paddington, after a short illness, Mr Vincent F. Kelly, managing director of Stafford-Miller Ltd. Mr Kelly had been with Stafford-Miller for 25 years and was responsible for its growth over that period. As managing director he continued to play an active part in the development of the company's expanding export business and was involved in the work of ISBA, the British Dental Health Foundation and other associations. He leaves a widow, Margaret.

News in brief

■ Six video programmes are to be added to the training material which small businesses may hire from the National Computing Centre. The videos are designed for user managers and small businesses to enable them to assess the potential value of computers and word processing equipment in their organisation.

■ The new officers of the Plymouth and District Branch, Pharmaceutical Society are: chairman, P.J. Woodley; vice-chairman, W. Rucker; secretary, A.G.M. Madge; treasurer, G.R. Bowden and social secretary and treasurer, Mr & Mrs S.W. Lake.

■ Copies of the fourth (1975) edition of "The law relating to shops" are currently being offered at the reduced price of £1.85 (against £4.00). The author, Harry Samuels, includes topics such as shop authorities, holidays, early and Sunday closing and the health, safety and welfare of shop workers. Copies from Charles Knight & Co (dept BJ), 209 High Street, Croydon CR0 1QR. ■

Restrict bulk scripts, call by students

A restricted list of drugs which can be bulk prescribed was called for by the British Pharmaceutical Students Association at their annual conference in Leicester last week.

The BNF is, among other things, a list of things which can be bulk prescribed, said Katrina Skeer, general secretary, proposing the motion. "The drugs which should not be included in the list are long-term drugs to which the patient is titrated, such as digoxin, thyroxine and warfarin, or drugs with a slight chance of dependency, such as benzodiazepines." Restriction of the list would lead to improved patient care, she said. A doctor can bulk prescribe for any establishment with more than 20 residents, ten of whom must be registered with the doctor and two or more of these being treated by him.

Most delegates agreed with the motion, feeling a reduction in bulk dispensing could only lead to increased patient safety. Steve McEwan (Leics) pointed out the PSGB and the BMA were still in dispute over the issue, and apart from the arguments over time-wasting, economics and safety, it was only right that the BPSA should be seen to support the profession. The motion was passed by a large majority.

Herbal remedies code

In view of the increasing number of herbal medicines the Pharmaceutical Society should draw up a code of conduct with regard to sale and supply and actively to encourage research into these preparations, the conference decided. Herbal remedies were becoming more and more popular, but had received little scientific research, said Stephen Smith (public relations officer), proposing the motion. He referred to two recent articles in the Society's journal, (September 19, 1981, p382), in which some of the samples under question either failed the BP tablet disintegration tests or were "contaminated" with other plant material. "You can hardly guarantee what you are selling, and it is not professional to put your word behind something when you are unsure what it is doing," he said.

Members of the National Institute of Medical Herbalists had undergone a four-year course, but they were the exception rather than the rule, and most herbal preparations were sold without any form of supervision at all, he continued.

A number of delegates believed the

supply of herbal remedies should be legally brought under the control of a pharmacist, since they were potentially hazardous due to their pharmacological effect. Rebecca Peach (Aston) said that if the Society accepts herbal medicines can be efficacious as other medicines they should be controlled. However the conference accepted Stephen Smith's view that they should not be restricted solely to pharmacies, but should be distributed by "properly-trained people". The motion was passed by a large majority.

BRM motions

Two motions were put forward for conference's approval before being presented at the Branch Representatives Meeting. Marie Noblet, president, proposed that the Pharmaceutical Society should incorporate into the bye-laws that every pre-registration graduate wishing to become a member should hold a current recognised first aid certificate. On July 1 new health and safety regulations will require employers to ensure adequate first aid is available to their employees, along with adequate equipment (the NPA has provided an explanatory leaflet), she pointed out.

A retail pharmacist is often confronted with minor first aid tasks, and it is only right that he should know exactly what to do. The bye-laws for pre-registration training presently require the student to undertake an emergency first aid course — which occupied about 2 hours in her case, Miss Noblet said, and was inadequate.

In response to questions, she said the

certificate needed to be current only while registering and thereafter it was up to the individual whether it was renewed or not. There was no opposition to the motion.

Numbered forms

The second motion, proposed by Stephen Smith, requested the Pharmaceutical Society to investigate the possibility of all prescription pads being issued with serial numbers in order to make the stolen pads more easily identifiable. Describing the present system — whereby the FPC circulates a letter and the doctor signs in a different coloured pen for a period — as "ludicrous", Mr Smith asked what happened if a stolen prescription was handed in in a different area, or after the time limit had expired and the doctor had returned to using his original pen. What possible objection could there be to serial numbers — bank notes, cheques and suchlike all were serialised, he said.

The motion was carried, although one delegate noted that there would still be a delay while the FPC circulated the serial numbers of the stolen pads, and another told the conference that prescriptions in Scotland were already serialised.

Doctor dispensing was yet again under debate and a motion from Chelsea College calling for the Pharmaceutical Society to urge the DHSS to abolish doctor dispensing on a large scale and to introduce a licensing system (similar to

Continued on p695

The present executive during a conference session. Left to right; Anne Skipper, treasurer; Marie Noblet, president; Stephen Smith, PRO; Katrina Skeer, general secretary; Dave Albert, sports officer and Sue Shepherd, IPSF liaison secretary



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HIS MAJESTY THE KING
AND TO THE ROYAL NAVY MEDICAL DEPARTMENT

Cut back on dispensing by doctors

that in New Zealand) received majority support. Tony Baker (Chelsea), proposing the motion, said that in New Zealand doctors were not allowed to dispense, except in rural areas and then only under licence. At present there are two dispensing doctors in New Zealand, where the population is around 3 million, he said. Unsupervised dispensing by unqualified personnel was abhorrent, he went on, and gave some further statistics.

In Belgium the number of dispensing doctors had fallen from 1,300 to 200 over the past 20 years. In Denmark there were none, as in Germany and Italy. France had 286 dispensing doctors, Ireland 390, and Holland 1,300. The speaker mentioned the 31 per cent increase in doctor dispensing in the UK over the past five years and the fact that the general public were unaware that personal supervision required a pharmacist to be "tied" to his premises.

A place for the doctor

Kate Featherstone (Sunderland), speaking against the motion, told the conference there was a place for dispensing doctors in the community (her father is a dispensing doctor), even if pharmacists did not want them, although she conceded they should be subject to inspection in the same way as a retail pharmacist. If a doctor was qualified to prescribe, then he was qualified to dispense, she felt. A number of delegates, however, questioned doctors' (or their assistants') dispensing training and ability.

Four motions relating to the preregistration year were debated by the conference. A motion from Chelsea urged the Pharmaceutical Society, in co-operation with the NPA, to improve the standard and provision of the pre-registration training in private retail pharmacy. Mr J. White, putting the motion, said it was not a criticism of current community pharmacy, but undergraduates tended to regard private retail as a last resort as better training facilities were provided by the larger multiples. This was unfortunate, he said, and suggested private retailers should pool their resources under the auspices of the NPA, which could consult the Society for guidelines.

Stephen Smith quoted an NPA newsletter which said: "In the main students are well disciplined, well educated and well intentioned," and also pointed out a grant of £1,800 was available for taking on a pre-registration student. After an amendment from Steve



McEwan (Leics), the motion read: "Conference mandates next year's executive to urge the Pharmaceutical Society, in co-operation with the NPA, to improve the standard and provision of pre-registration training in private retail pharmacy, and to promote that training as comparable to that given by large multiples." It was passed unanimously.

The conference passed three other resolutions:—

□ A suggestion that the Pharmaceutical Society should urge the DHSS to increase the grant made available for graduate training in line with the current inflation rate.

□ A suggestion to the Pharmaceutical Society that in order to obtain earlier information from students on their pre-registration year, students should be able to send a post-dated cheque, and that the Society should encourage employers to give pre-registration information at an earlier date.

□ Steps should be taken by the Pharmaceutical Society and the government to set up a scheme ensuring pre-registration training is made available to all pharmacy graduates.

Support for Society

The conference supported the Society's Council in its submission to the University Grants Committee to reconsider the recommendations of pharmacy student reduction. The action of the Society in encouraging ag and vet pharmacies to apply for approval of their premises for pre-registration graduates was also supported. There was potential for up to 1,000 jobs in the field, the conference was told.

Unanimous support was given to the Guild of Hospital Pharmacists with regard to revision of on-call service payment. The conference also carried motions:

□ disapproving of the "hard sell" techniques used by the pharmaceutical industry.

Next year's BPSA executive are, from left to right: (back row) Hanif Seedat, IPSF liaison secretary; Karen Low, Eastern area co-ordinator; Stephen McEwan, sports officer; Christine Tobitt, Western area co-ordinator; Fiona Harte, Penine area co-ordinator; (front row) Peter Neal, public relations officer; Rebecca Peach, general secretary; Anne Skipper, president; Mark Campbell, treasurer. Anne Skipper, new BPSA president, comes from South Shields. She studied at the Sunderland School of Pharmacy, and is presently completing her pre-registration year with Boots at Gateshead. She was treasurer in last year's executive (picture below)



Anne Skipper, new BPSA president

□ disapproving of the sending of out-of-date drugs without quality control guarantee to countries in need.

□ disapproving of the sending of drugs unacceptable to western world regulatory bodies to third world countries.

A motion stating that: "Pharmaceutical Journal reports the proceedings of the Statutory Committee in excessive detail which is detrimental to the view other professions have of pharmacy," was defeated.

In her closing speech, the president, Marie Noblet quoted: "It is the fire in the belly and the discontent of graduates with the profession as they see it which longs change. For everyone who is merely disillusioned there will hopefully be one who refuses to accept the established order." She hoped those present would continue to speak out on issues they felt important, rather than "sit back on a wave of apathy and ignorance."

Education, non-orthodox medicine, and industry

Speakers at the conference included Dr N. Westwood (instigator of the Leicester Polytechnic distance learning course), Mr A. Chamings, FPS, Mr B. Jones, MPS (Eli Lilly) and Mr Idris Hughes (Orridge Computer Systems).

"Now is the time to cut through many of the inert ideas which are common to all academic courses," Dr Westwood told the conference. His views were of particular interest since a motion discussed earlier (*C&D*, April 10, p641) had called for encouragement of continuing education. Providing a brief outline of the content of the distance-learning courses now available, on the respiratory tract and the cardiovascular system, Dr Westwood said the project had received world-wide interest. For those using the courses in Britain the cost could be reclaimed from the local health authority.

Response to package

Reporting the results of a survey on the courses, Dr Westwood said 90 per cent of those asked had said the package had improved their knowledge of the subject, and 89 per cent would recommend it to other pharmacists. When asked whether

postgraduate education in controlled form was essential for the profession, 84 per cent had agreed.

All pharmacists need to keep up to date, and could not do so by reading current literature — "there's too much of it." Extensive research had shown that the postal method was acceptable, and even enjoyable across a wide age range. The course booklets, properly studied, provided about 15 hours study — the College of Pharmacy Practice requirement is 10 hours per year. Even 60 hours he considered "peanuts" for the benefit it gave the pharmacist.

Low uptake

Uptake of the booklets has not gone over 5 per cent, and an industry-sponsored advertising campaign to increase awareness of the courses is imminent. "If by the end of 1982 the uptake has not increased considerably then I will accept that the Pharmaceutical Society should make evidence of participation in continuing education a requirement for re-registration," Dr Westwood said. "All professions are becoming increasingly more accountable and unless pharmacists

recognise that fact they will be relegated to a minor role in the health care of the community."

The booklets are accepted by the CPP for its continuing education requirement. A £3,000 grant has been given by the Pharmaceutical Society to help get the course started.

The value of homoeopathic medicine as a scientific cure was called into question by Mr A. Chamings, FPS. Great interest had been shown on the subject recently, he said, but pharmacists must be very careful about its non-critical acceptance — a homoeopathic exhibition stand at the BPC almost implied the profession was in the process of accepting homoeopathy as a therapy.

Homoeopathic medicine had only been briefly mentioned in discussions on POMs when the Medicines Act was being formulated, and provided the strength of such medication did not exceed one part in a million (D6) the prohibitions, restrictions and the requirements of the Act do not apply, he said — adding that Council had recently approved "limited advertising" for such products. "Homoeopathic pharmacists" numbered nearly 1,000 Mr Chamings estimated.

He then went on to detail the principles by which homoeopathic medicines are said to exert their effect, and gave a resumé of the thoughts put out

Continued on p732

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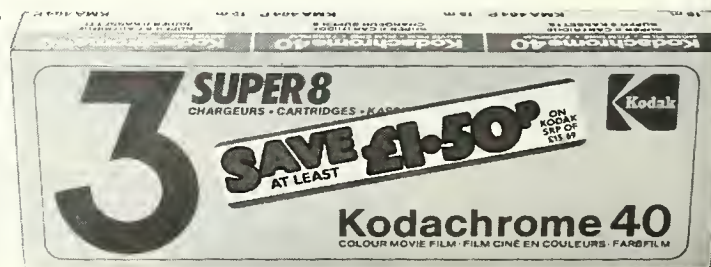


2 Film Festival

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'Kodachrome' 40 Super 8 movie films giving super savings of at least £1.50 for your customers. More turnover, plus 5% extra discount for you!

Full page advertising in "Movie Maker" and display material for you. The packs are supplied in a handy counter dispenser containing 10 tri-packs.



3 Film Festival

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Your customers pay for 3 'Kodachrome' 64 (36 exposure) films and

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All offers available from 1st March 1982 with full point-of-sale support.



More ways to make more this summer.

Kodak and product names quoted thus – 'Kodacolor' are trade marks

'Film of the century' from Agfa — the '100'

Agfa-Gevaert are describing their new Agfacolor 100 print film, introduced this month, as "The film of the century" because it sets a new quality standard for colour negative films (*C&D*, April 3, p627). Among its outstanding features are improved speed and high sensitivity (100 ASA/21 DIN) compared with CNS, superb skin tone reproduction, brilliant natural colours, and wide exposure latitude.

Agfacolor 100 has been exhaustively test-marketed in South Africa for 18 months. Other features of the new film are improved stability of the processed negatives, and full tropical stability.

The film is processed in high temperature AP 70/C 41 compatible chemistry, which means high quality, fast turnaround from the processing laboratory is available in the full range of



sizes — 135-12, -24, -36; 100-12, -24; 126-12, -20; 120, 127 roll film and Rapid.

Because of its sensitivity, the new film offers a wide range of picture-possibilities to the photographer. Slight under- and over-exposures are almost impossible to detect in the final result, say Agfa with lifelike reproduction of all colours, fine grain and good sharpness. The film is balanced for daylight and similar light sources (electronic flash and blue flash bulbs), but good results can also be achieved using halogen or tungsten lighting. This means that for practical purposes, no filters are needed when taking shots in these light conditions.

Agfacolor 100 negatives can be used to make prints on almost any colour paper

and cartridges and cassettes are inscribed "Agfacolor 100" and "Process AP 70/C 41" on a blue background to draw the laboratory's attention to the film's processing compatibility. There are also yellow stripes on the edges to emphasise specific process identification. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex, TW8 9AX. ■*

Konica promotions

Konishiroku have announced details of a 'powerful' Spring and Summer promotion for their Konica range.

The FS-1 (35-70mm f/3.5 zoom lens) is offered at the same trade price as the standard FS-1. At an rrp of £169.95, the consumer saves £100. For every two standard FC-1 cameras ordered, one X-18 dedicated flashgun and one FC-1 autowinder are offered free to the trade to pass onto the consumer.

A free carrying case is offered with the purchase of every Konica TC. *Konishiroku Photo Ltd (Europe), 150 Hampton Road West, Feltham, Middlesex TW13 6BU. ■*

Wellcome orders

All orders for medical, consumer and veterinary products and inquiries concerning deliveries, invoices, credit notes should now be sent to *Wellcome Foundation Ltd, Crewe Hall, Weston Road, Crewe, Ches CW1 1UB. Tel: 0270 583151. ■*

Tonic for the aged

Until the end of May all stocks of Tonic Sweets (100g bags) will carry a £0.03 voucher. For each redeemed bag £0.03 will be donated to the Age Concern Fund. A collection bag and pos material is available to support the promotion. Pharmagen supply the chemist trade and until the end of April are being supplied at an extra 5 per cent discount. *John W. Welch Ltd, The Toffery, Laburnum Avenue, Whitley Bay NE26 2HZ. ■*

Pro Sport update

Pro Sport has been repackaged in red, white and blue and Blakey's wholemeal slymbread is said to have beaten all expectations selling more in the first three months than the original white variety managed in the whole of 1981. *Health & Diet Food Co, Seymour House, 79 High Street, Godalming, Surrey. ■*

PRESCRIPTION SPECIALITIES

'One-piece' Roussel stoma bags

Roussel are now beginning to promote their new range of stoma bags with "built-in" protective adhesive wafers. This is the first such system, they say, and has advantages of comfort and convenience over the two-piece ranges.

The one-piece bags are easier to use which is especially important for elderly patients and are slim-line, so they are less likely to show under clothing. The range includes closed and drainable stoma bags with pre-cut apertures of different sizes. All have transparent backs and are opaque at the front. There are also transparent, drainable, post-operative stoma bags.

Peristomal wafers are available separately to use with any make of adhesive bag. They are flexible, stay firmly in place without further support, and peel cleanly from the skin. Both 10cm discs and 10cm x 10cm or 20cm x 20cm squares are available. A full range of accessories includes bag covers, flatus filters and waist belts, and all the products are prescribable on FP10's. *Roussel Laboratories Ltd, Roussel House, Wembley Park, Middlesex HA9 0NF. ■*

Caplenal addition

Berk Pharmaceuticals are introducing 300mg Caplenal (allopurinol) tablets in addition to the existing 100mg preparation. Trade price is £24.55 for 100 tablets. *Berk Pharmaceuticals Ltd, St Leonard's House, St Leonard's Road, Eastbourne, Sussex BN21 3YG. ■*

Tenoretic tablet at half-strength

Stuart Pharmaceuticals have introduced a half-strength Tenoretic tablet called Tenoret 50. This contains 50mg atenolol and 12.5mg chlorthalidone and is particularly indicated for the treatment of elderly hypertensives.

Normal dosage is one tablet daily with a small dose of a third agent, ie vasodilator, if necessary. Calendar packs of 28 tablets (£5.56 trade) are available. *Stuart Pharmaceuticals Ltd, Carr House, Carrs Road, Cheadle, Ches SK8 2EG. ■*

Vibramycin-D

The new Pfizer dispersible doxycycline tablets have the brand name Vibramycin-D and not as printed in *C&D* April 3, p594. *Pfizer Ltd, Sandwich, Kent. ■*

Sore mouth. Now you feel it,



now you don't.

When a customer has a sore mouth
he wants pain relief in seconds.
So recommend he uses Medijel.
Even better, now that Medijel
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the counter. One squeeze and
he'll think you are a magician.

Medijel
Everyone deserves
a little squeeze sometime.

COUNTERPOINTS

Leichner colours to 'bring out the star'

Leichner "Bring out the star in you" with two co-ordinated kits of colours to highlight and shade eyes and face (£4.50). Each contains four powder colours which double as eyeshadows or face highlighter and shaders. They can be blended together or used separately. The kits also contain a co-ordinated lipstick and a double headed sponge applicator and blusher brush. The soft focus kit contains co-ordinating pinks and peaches and the metallics kit shimmering gold, bronze and browns "full of glitter and shine".

Also available are four new shade additions in the flighty colour eye pencils range. The four burnished metal shades (£1.45) are whispering grass (khaki green / bronze), smoky joe (silver grey), sunny side up (soft peach) and ol' brown eyes (burnished bronze). *L. Leichner (London) Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.* ■



Steiner savings for Spring

In time for the Spring upturn in the hair care market, Steiner introduce 25p Spring savers vouchers on all 100g conditioners and treatment shampoos. The conditioners come in compact merchandisers holding three each of the four variants — for normal, dry, greasy or

damaged / brittle hair. The treatment shampoos for both damaged hair and dandruff are available in standard outers. The vouchers are redeemable against future purchase of any Steiner hair care products. Sebosyn conditioner is also now available in a 50 per cent extra free promotion pack. The promotion pack which introduces the packaging re-design for Sebosyn is available in a merchandiser holding one dozen 75g tubes, (£1.25). *Steiner Marketing Ltd, Steiner House, 66 Grosvenor Street, London W1X 0AX.* ■

Eylure acquisition

Eylure have acquired Fields of Bond Street and Lady Manhattan from Jackel International. David Aylott, chairman of Eylure says that the company will continue with the traditional Fields and Lady Manhattan Christmas gifts sets and will also re-introduce many of the treatment products and speciality soaps which were so successful in the past. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.* ■

Help your customers beat the tummy bug this summer

And help yourself to extra profit!

Enterosan, now established as a leading anti-diarrhoeal product will be backed by over £100,000's worth of consumer and trade activity this summer—and that means more customers will be asking for Enterosan than ever before.

Generous trade discounts are available now from your Pharmagen representative or local wholesaler—so generous that you can make up to 100% profit on cost!

But don't just take our word for it—compare the profit potential of Enterosan against that of competitive products.

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...fast relief from
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A colourful Summer from Max Factor

Sea flame, bronze splash and crimson lake are the Summer shades available for the lips and nails in the Max Factor Colorfast cosmetics range (£2.50 and £2.40 respectively). Duo powder blushers of peach coral / peach shimmer, sunbronze / bronze shimmer and tawny rose / ce soir shimmer (£3.95) are available whilst stocks last as are four eye shadow quartettes of blues, browns, greens and mauves (£4.50).

Summer days and sultry nights are promised with the Maxi look for Summer, available June. This includes, in the Summer days collection, golden gleams, gleaming bronze and sun gleamers foundation (£1.40) with peachy gleam, pinky gleam and dusky gleam gel blushers (£1.20), powder eyeshadow duos of greensleeves, beechcomber, sky blue pink and moonbeams (£1.65) and lipstick duos of shining burgundy, shining sunset and shining bronze (£1.65). For sultry nights, gold flash and electric light lip colours are available as is a Maxi sparklers foundation (£1.20).

Maxi's Walk on the wild side guarantees that "you'll never settle for ordinary colours again." Electric pink, hot currant and silver lightning are available for the lips (£1.50) and shell shock, purple flash and silver lightning are the complementary nail guard shades. For the eyes there are eye sparkles comprising pink earth, white heat, jungle green and tiger feet (£1.50) and duo blushers for the cheeks include burgundy blush / pure sparkle, playboy pink / pure sparkle and reckless rouge / wildfire (£1.95).

Finally a mascara presentation has been added to the Swedish Formula range. Creamy and water resistant, the mascara is available in three shades — real black, brownish black and brown brown (£2.35). The container is in the Swedish Formula rose pink. Three new shades of purified lipstick (£1.85) also make their debut in the Summer Garden Party collection — rose pinks, rose peony and terracotta rose — and duo blushers (£2.99) are available in blush pinks, blush peony and terracotta blush to complement the lip shades. *Max Factor Ltd, 75 Davies Street, London W1Y 1FA.* ■

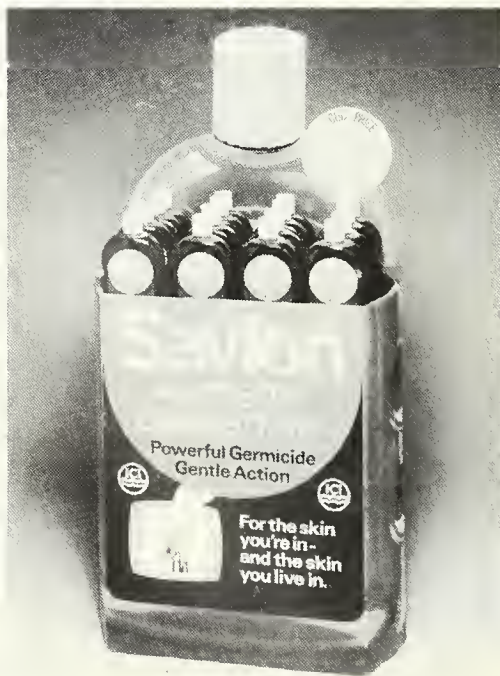
A dump bin for Savlon antiseptic disinfectant is now available, designed to display 16 500ml size bottles with storage for additional bottles. Each bin comes with a numbered ticket which goes into a grand draw. If the four winners are still displaying the bin they will receive a Philips portable television. *Care Laboratories Ltd, Badminton Court, Amersham, Bucks*



Cooper Health Products are launching an oral-B pocket brush (£0.79) in its own carrying case. It can be carried hygienically in the pocket, handbag or overnight case, and is ready for use at a moment's notice. A counter display unit, 2½ in wide, is available to encourage impulse purchase sales, particularly during the coming holiday season. *Cooper Health Products Ltd, Gatehouse Road, Aylesbury, Bucks HP19 3ED*

Plans for Jordan

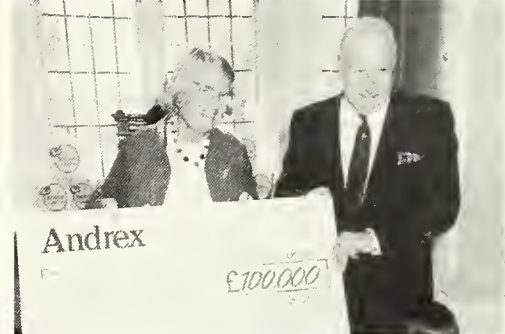
Gillette are to support the Jordan range of toothbrushes through high level advertising planned for later in the year, and promotional activity including an educational programme. Gillette acquired the marketing and distribution of the range some three months ago from Wilkinson Sword. Jordan is a major dental company in Europe, claiming anything between 55-85 per cent of individual markets. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.* ■



Cheque handed over in Andrex appeal

The Andrex appeal for the Guide Dogs for the Blind Association to train 100 dogs has raised £100,000. At a ceremony in London Mrs Barbara Woodhouse presented a cheque on behalf of Andrex to the Earl of Lanesborough, president of the GDBA.

Over a three month period Andrex customers were asked to detach the two



end seals from the promotional packs and either mail them to the appeal office or pop them into one of the in-store appeal collection boxes. For every two labels sent in, Andrex donated £0.10 to the GDBA. As well as the £100,000 raised in this way, Bowater Scott handed over £3,000 in small private donations. *Bowater Scott Corporation Ltd, Bowater Scott House, East Grinstead, West Sussex RH19 1UR.* ■

ON TV NEXT WEEK

Ln	London	WW	Wales & West	We	Westward
M	Midlands	So	South	B	Border
Lc	Lancs	NE	North-east	G	Grampian
Y	Yorkshire	A	Anglia	E	Eireann
Sc	Scotland	U	Ulster	CI	Channel Is

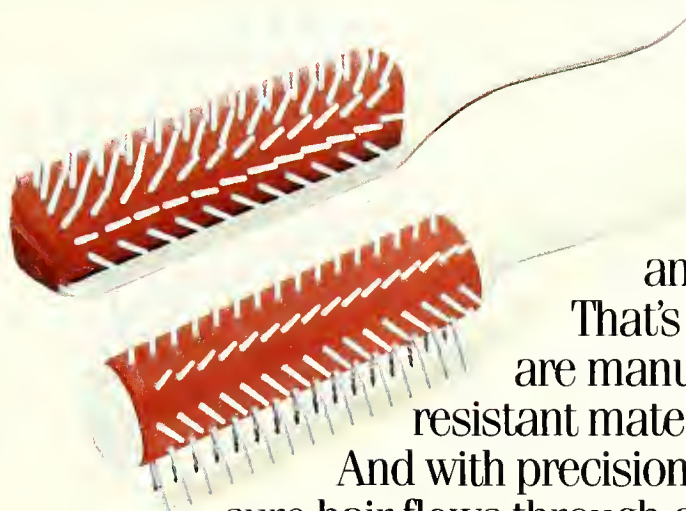
Airbal:	Lc
Anadin:	All areas
Aspro Clear:	All areas
Braun micron de luxe:	All areas
Crunch n' Slim:	All areas
Dixcel Checks:	All areas
Elastoplast antiseptic cream and liquid:	All areas
Germolene ointment:	All except A
Impulse bodysprays:	Lc, Sc, We
Japps health salt:	Sc
Nailoid:	M
Paddi Cosifits:	All areas
Pampers disposable nappies:	All areas
Polaroid Sun cameras:	All areas
Profile slimmers meal replacement:	Ln, A
Reactolite Rapide sunglasses:	All areas
Rennies:	All areas
Scholl Air Pillo	
insoles:	All except Ln, We, E, CI
Soluble Phensic:	All except Lc, Y, NE
Sophia:	All areas
Sweetex:	All areas



**THEIRS
WILT.**



**OURS
WON'T.**



When you blow-dry
your hair, your hair-
brush comes in for a fair
amount of heat.

That's why all Denman hairbrushes
are manufactured from heat-
resistant material.

And with precision rounded teeth which make
sure hair flows through gently and safely.

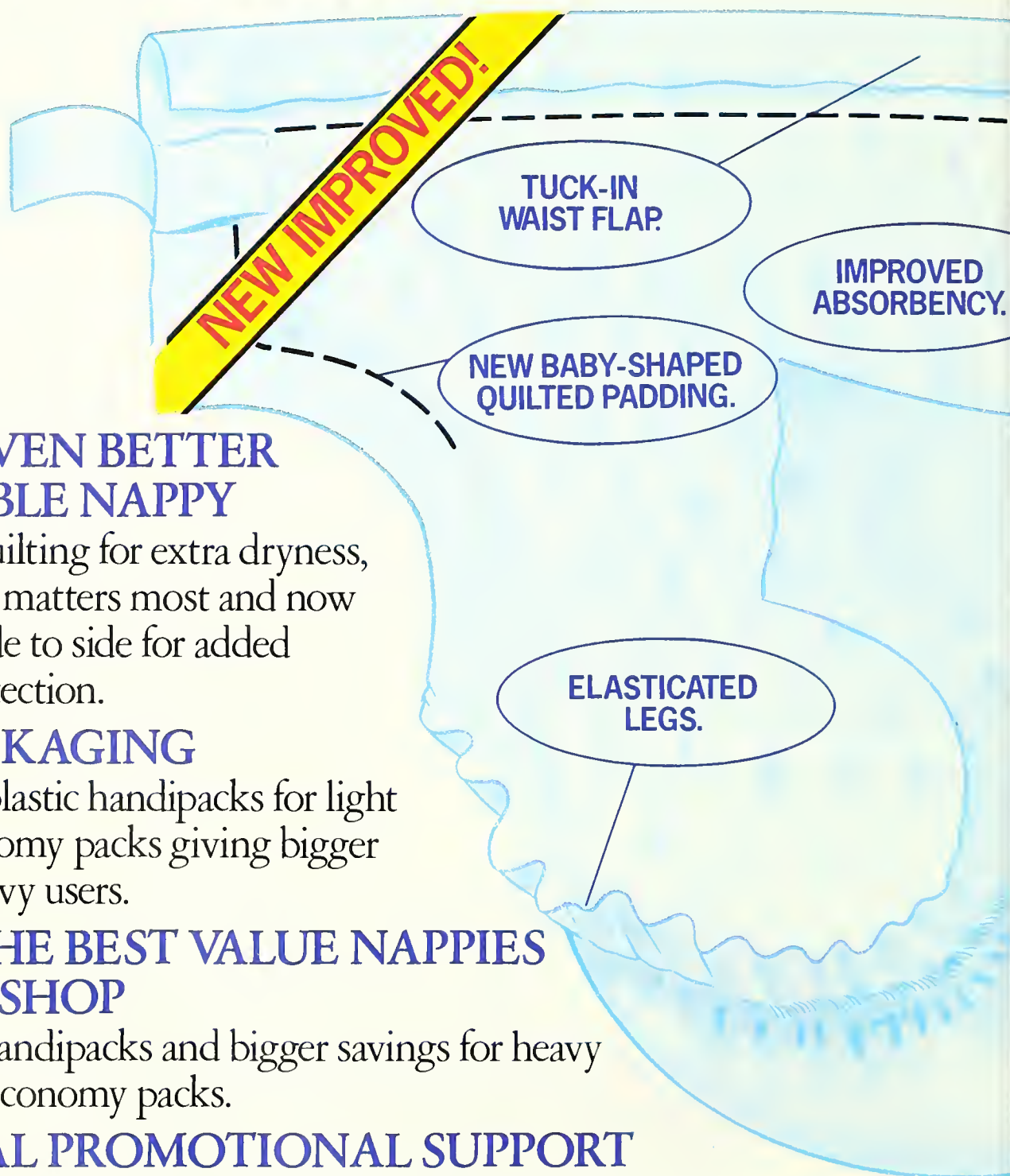
They come apart for easier cleaning and there is a range
of 14 to choose from. So you can see why 9 out
of 10 hairdressers prefer them.

British Made
DENMAN®

THE PRECISION TOOLS OF THE HAIR BUSINESS

Denroy International Limited, Denroy House, 85 Brighton Road, Surbiton, Surrey. Tel: 01-399 4151.

Peaudouce Baby you more com



A NEW EVEN BETTER DISPOSABLE NAPPY

With extra quilting for extra dryness, doubled where it matters most and now reaching from side to side for added comfort and protection.

NEW PACKAGING

Convenient plastic handipacks for light users. Large economy packs giving bigger quantities for heavy users.

PRICE—THE BEST VALUE NAPPIES IN YOUR SHOP

Low priced handipacks and bigger savings for heavy users with large economy packs.

NATIONAL PROMOTIONAL SUPPORT

National T.V., Radio, Baby Annuals, Consumer and Specialist Press, Promotions, Sampling and Point-of-Sale material.

Slips could make comfortable, too.

Our first aim is to promote happy smiles amongst our young consumers. But, of course, we're also very keen to promote your sales.

Why not absorb a little more profit with Peaudouce BabySlips?

They could have you smiling, too.



PEAUDOUCÉ
BabySlips

KEEP A BABY DRIER LONGER



BIGGEST EVER TV CAMPAIGN



■ Sensodyne announce the all-time BIGGEST National TV Campaign for toothbrushes. It starts May 3rd.

■ Sensodyne Toothbrushes volume brand share leapt ahead by a staggering 55% when TV was tested in Anglia.*

■ Sensodyne Toothbrushes – the fastest-growing professional brand* – is the most heavily

promoted range to Dentists. This means Sensodyne Toothbrushes are already being heavily recommended to your customers.



■ Sensodyne Toothbrushes are now on special pre-TV Bonus Offer which includes free stands. Stock-up now. See your Sensodyne representative or call us today on Hatfield 61151.

*Independent Retail Audit.

SENSODYNE TOOTHBRUSHES

COUNTERPOINTS

Two additions to Maws toddler range

Maws have added a training spoon (£1.25) and training mug (£0.85) to their Maws for Toddlers range. The spoon has a balanced, chunky handle designed to fit the grasp of a young child. There is a rest on the underside for the middle finger and the handle sits on the side of the hand to allow maximum control. The training mug helps the transition from baby feeding cups. Its handle is sloped to be almost in an upright position when in use, minimising the risk of spillage. Further stability is provided by the wide base.

Colour page advertisements of the extended range will run from July in the specialist mother and baby Press. A vacuum formed merchandising unit is available, to carry all the products in the range; full colour packs depicting the product in use, have been designed to hang from pegs. All the products in the Maws Toddler range are in bright orange. *Ashe Laboratories, Ashetree Works, Kingston Road, Leatherhead, Surrey. ■*



Orlane activity

Five additions have been made to the Ligne active range which was re-launched last May. They are a cleanser bar (150g, £7.50), gentle scrub cream (50ml, £6.50), oil controlling day cream (75ml, £10), under make-up base (75ml, £9.50) and night cream (50ml, £12.50). *Orlane Cosmetics (UK) Ltd, 21 Grafton Street, London W1X 3LD. ■*

Yardley — a sporty “look” for Spring

Yardley are entering Spring with a collection of colours to complement the sporty, nautical wear of this season. Two new products are featured, lip gloss-over and nail gloss-over. A sheer, lipstick-type product, lip gloss-over gives a transparent topping of coloured gloss and can be worn with or without a lipstick. Nail gloss-over adds a layer of transparent tinted gloss to nails and can be worn alone or with another nail colour. Both products (£0.99) are available in gold and oyster. Three new double eye pencils (£1.75) are also included in the spring “look”. They are golden pacific (soft sunny yellow/clear sea blue), caspian sunset (rich deep purple/warm rosy pink) and atlantic seamist (deep aqua/pale misty green), and there are two ESP lipstick shades (£1.50) — rich pink and rich coral — together with diamond glaze nail enamel (£0.99) in sea pink and sea coral. *Yardley of London Ltd, Miles Gray Road, Basildon, Essex. ■*

Caladryl*

cream or lotion

Caladryl for sunburn

a most worthwhile recommendation

Caladryl is a product you can recommend with confidence for the pain and irritation of sunburn. Caladryl's unique formulation ensures soothing relief and is available as both lotion and cream. An effective treatment for your customers and a profitable professional product for the Pharmacy.

PARKE-DAVIS

part of the Warner-Lambert Group.

good products for you and your customers

Active Ingredients:
Calamine USP
Diphenhydramine Hydrochloride BP
Camphor BP

Product Licence Holder
Parke-Davis and Company,
Usk Road, Pontypool, Gwent NP4 0YH
Further information and data sheets
are available on request

*Trade mark R81058



Since the
elastic
increases
all-in-one



s baby was born, ated nappies have sed their share of the ne market to 81.4%*

A sensational rate of growth. An increase of 53.2%* within a year, pioneered by Paddi Cosifits.

No other nappy has all the advantages of Cosifits. And we're spending £3m on promotion this year, with continuous TV.

What's more, our new bulk economy packs save money for budget-conscious mothers.

So keep Cosifits packs prominent on your shelves – they won't stay there long.

Paddi Cosifits

Stock and display them now!



Robinsons of Chesterfield



Chesterfield, Derbyshire S40 2AD. Tel: (0246) 31101. Telex: 547320.

*Independent Retail Audit

COUNTERPOINTS

Protection for hair in sunshine

Strong sunshine, salt water and chlorine can seriously damage hair if it is exposed unprotected say Daniel Galvin who have developed Sun Shield, a cream to protect and condition the hair.

Sun Shield, it is claimed, will ensure the same protection for hair as filter cream does for the skin in strong sunshine. It should be applied to the hair before exposing it to the sun or before swimming. The hair will be protected all day says the manufacturer but it is advisable to re-apply after dips in the sea or pool.

Sun Shield (£2.25) comes in a plastic tube and is part of the Daniel Galvin range of hair preparations. An opening parcel is available to the trade comprising 16 shampoos, 16 conditioners, 8 protein treatments, 4 avocado wax treatments and 4 Sun Shields (trade price £59.44). Distributors are *Norton of London Ltd*, 155 Merton Road, London SW18 5EG. ■



Lancôme devise first Summer 'look'

For the first time Lancôme have devised a Summer make-up look, Summer Satins, which includes two new products and new shades. A new foundation, maquisatin

fluide (£7.25) is now available in four shades of liquid make-up, suitable for all skin types and there are five duo ombre satin eye shadows (£6.50). Coral pink and coral red are two additions to the stylo à lèvres lip colour range (£4.75). Also in the collection are two shades of rouge à lèvres lipstick, a smokey rose and a burnished beige, (£3.65) and one shade, Venus a joue à joue cream blusher, (£4.65). *Lancôme (England) Ltd*, 14 Grosvenor Street, London W1. ■

Duo combinations of Charlie eye shadow

Charlie fresh eye colour shadow are now available in six duo combinations (£1.50) — silverfrost plum with punk pink, goldfrost brown with goldfrost beige, deep purple with silverfrost white, deep-diving blue with silverfrost pale blue, boogie woogie blue with mellow yellow and goldfrost khaki with punk pink. Colour on the double will be available from May. *Revlon International* 86 Brook Street, London W1. ■

Oraldene A worthwhile recommendation for him~and for you

As oral hygiene becomes more important, so does your recommendation for Oraldene. Containing 0.1% hexetidine, an effective anti-bacterial agent against mouth and throat infections, it's a worthwhile recommendation for him~and for you. An established, well-accepted and profitable brand.

WARNER

part of the Warner-Lambert Group

**good products for you
and your customers**

Active Ingredient: Hexetidine.
William R. Warner & Co Ltd.,
Usk Road, Pontypool, Gwent NP4 0YH.
Further information and data sheet available on request

Oraldene
For mouth and throat infections
medicines out of reach of children
WARNER 200ml

Oraldene
for oral hygiene

*Trade mark R81057

Hair Today...



LADY JAYNE
hair care



COUNTERPOINTS

Beauty products from Hawaii

A kukui nut oil range of beauty products are being imported from Hawaii by Topville Ltd. The kukui tree is the official emblem of Hawaii and during the 1880s, 10,000 gallons of oil were exported annually to Europe for cosmetic uses. Over the years its popularity faded but research has now shown that the oil is rich in linoleic and linoleic unsaturated fatty acids. Beauty products based on the kukui nut oil are now being imported by Topville. Initially only four products from the range will be available. These are a moisturising cream (114ml tub, £3.25) and



lotion (82ml, £2.38), elasticising body oil (114ml, £2.51) and shampoo (228ml, £1.95). Prices quoted are trade ex VAT. *Topville Ltd, 32 Glen Way, Watford, Herts. ■*

Cosmetic bag at £2.50

A cosmetic bag containing three products is available for £2.50 to consumers spending £5 or more on Rubinstein preparations. The consumer can choose from a selection of six products:- Bio

Clear wash (30ml); Skin Dew herbal lotion (100ml, emulsion (25ml); Silk Finish pressed powder (translucent medium); pressed powder silk blusher and black Mascaramatic.

This Beauty Alternatives offer will be available from selected chemists commencing May 17. *Helena Rubinstein, Central Avenue, West Molesey, Surrey*

Light Touch in 50ml to promote trial

An introductory size of Richard Hudnut Light Touch gentle moisturiser is currently being launched.

The 50ml pot — available in variants for both normal to dry and for normal to oily skins — is in lightweight plastic and has an introductory retail price of £0.95 (normal rsp £1.20).

Its introduction supplements the existing standard size 100ml glass jars of moisturiser.

Light Touch was launched into the then Southern television region in March, 1981.

"The introductory size pack has been introduced to encourage trial of the moisturisers — the lead products in the range," says Neil Wilkinson, product manager, Warner-Lambert.

A further burst of television advertising is scheduled. *Warner-Lambert Health Care Division, Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY. ■*

The Buf skin care family puts on a beautiful new face...



We've given our familiar Buf range of skin care products a beautiful new face with a co-ordinated range of striking new packaging.

The popular Buf-Puf cleansing sponge, Buf-Ped foot sponge and the long handled Buf Body Scrub now come in a distinctive striped orange livery that will catch your customers attention and produce even better sales.

We're boosting this point-of-sale impact with strong advertising support in women's magazines. It's an unbeatable combination!

To help you reap the full benefit, we're introducing our new packaging with this special bonus offer on all Buf products, including Buf Acne Lotion.

SPECIAL buf BONUS OFFER

14 for the price of **12**

offer applies until 28th May 1982

AVAILABLE FROM

RICHARDS & APPLEBY LTD.

Gerrards Place, East Gillibrands, Skelmersdale, Lancashire, WN8 9SF. (Telephone: 0695 20111)

Buf-Puf; Buf Body Scrub; Buf Ped; Buf Acne: trade marks.

The simple way to skincare.

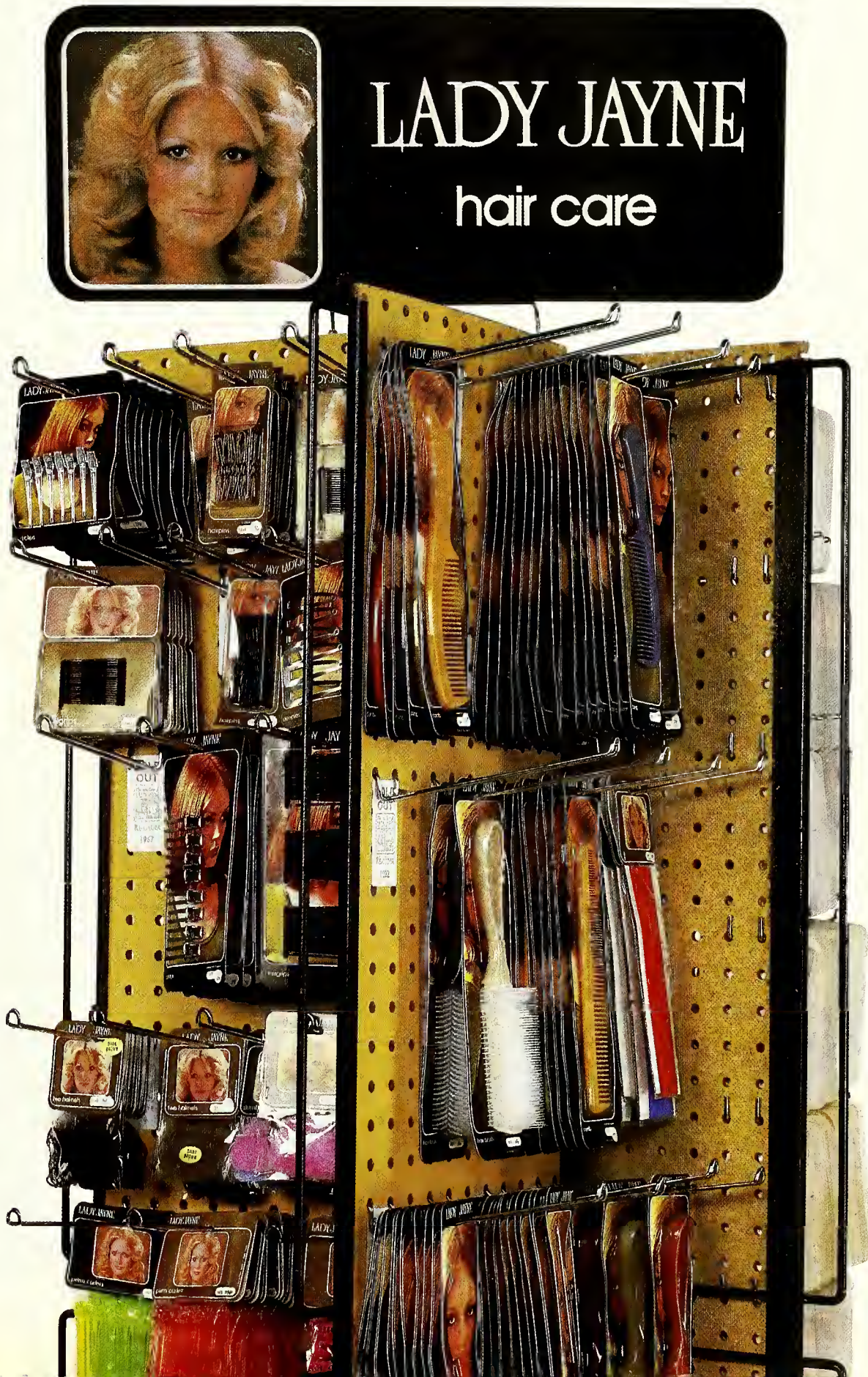
Gone Tomorrow!

Lady Jayne merchandising units are quite simply the fastest way to sell hair care accessories.
They come fully stocked and ready to sell.
Lady Jayne - Brand leaders in hair care accessories.

LADY JAYNE

FOR SIMPLY BEAUTIFUL HAIR

Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT. Telephone. 021-474 5201.



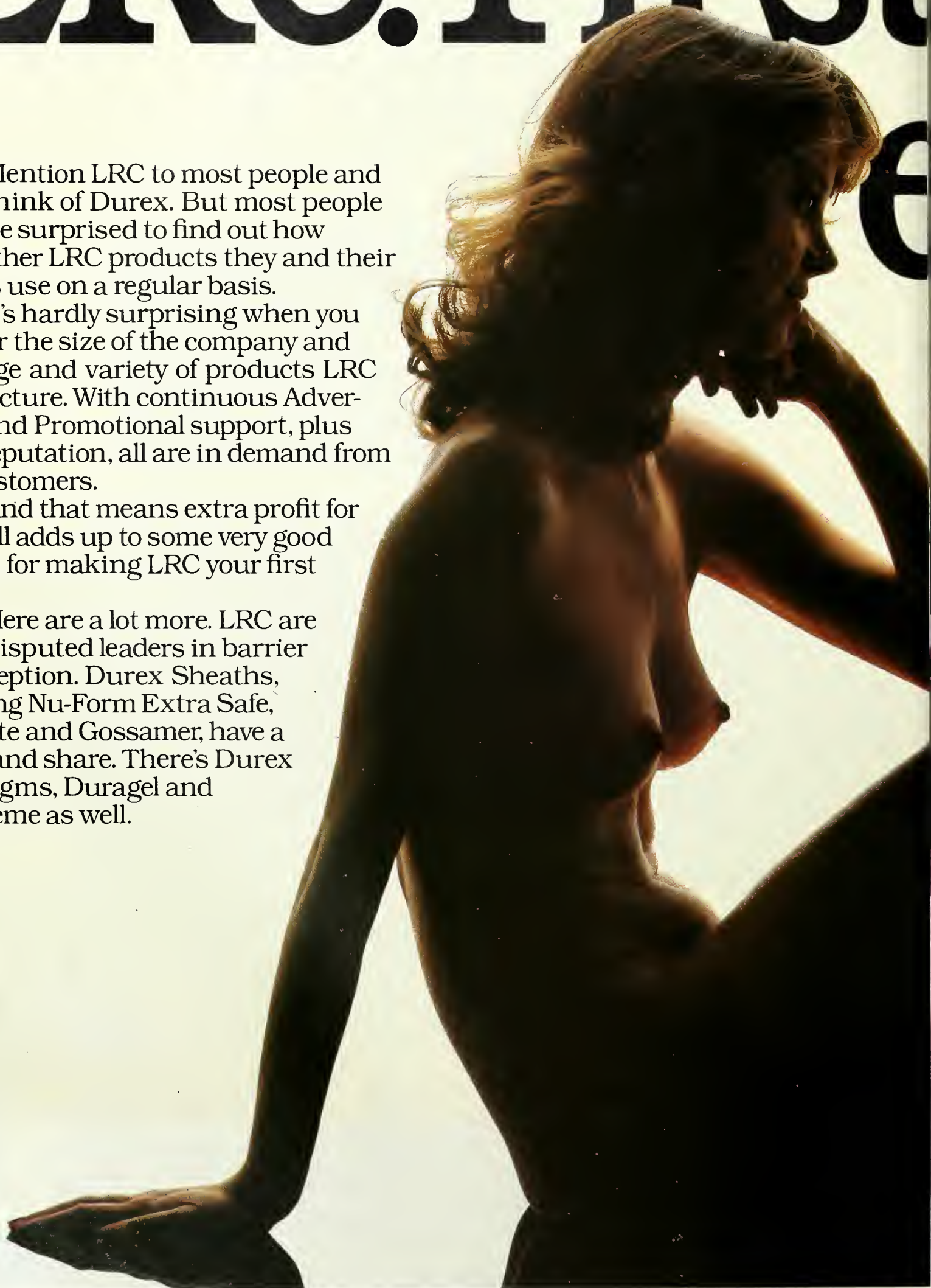
LRC. First

Mention LRC to most people and they'll think of Durex. But most people would be surprised to find out how many other LRC products they and their families use on a regular basis.

It's hardly surprising when you consider the size of the company and the range and variety of products LRC manufacture. With continuous Advertising and Promotional support, plus LRC's reputation, all are in demand from your customers.

And that means extra profit for you. It all adds up to some very good reasons for making LRC your first choice.

Here are a lot more. LRC are the undisputed leaders in barrier contraception. Durex Sheaths, including Nu-Form Extra Safe, Fetherlite and Gossamer, have a 94% brand share. There's Durex diaphragms, Duragel and Duracreme as well.



choice for everybody.

And protection doesn't stop there. Because LRC have 80% of the household glove market with Marigold – the best known name in rubber gloves. There's Marigold industrial gloves with a reputation second to none and Regent gloves, used by virtually every surgeon in the country.

When it comes to toiletries it's the same story, with Eucryl Toothpowders, the dominant stain removers for smokers and non-smokers alike. And Wrights Coal Tar Soap, the only coal tar brand that really cleans up.

LRC also comes as a great relief to your customers with proprietary medicines like Buttercup, Galloways

and Liqufruta cough remedies; as well as specialist products like Goddards Embrocation and Wrights Vaporizer.

Not forgetting Woodward's. The original and only Gripe Water, brand leader for over a century.

And if that sounds like a cause for celebration, there's always Ariel party balloons.

So profit from LRC. Profit from our products. Their quality and their reputation. Profit from our Direct Sales Force. And profit from the products the public choose first. Make it your first choice. LRC Products Ltd., North Circular Road, London E4 8QA.

LRC



This is your first look at the new World Money.[®] But not your last.

BankAmerica Travellers Cheques. People with money to spend have carried them for over fifty years. This year they'll be carrying them in newly designed U.S. Dollars and two additional currencies: Pounds Sterling and Deutsche Marks.

Each currency is colour-coded, front and back, for easy identification and handling. Each also features state-of-the-art cheque design and security printing, as well as our

unique countersigning procedure. Of course, all three are backed by the experience and dependability you've come to expect from BankAmerica Corporation, with assets of over US \$100 billion.

So take a good look now at the new World Money.[®] You're going to be seeing a lot more of it.



BankAmerica Travellers Cheques.
World Money.[®]

NOTE: Previous issues of BankAmerica Travellers Cheques and Bank of America Travellers Cheques are still in circulation and, of course, will be honoured indefinitely.

BA CHEQUE CORPORATION 
A BANKAMERICA COMPANY

COUNTERPOINTS

Skin treatment for the over 30s

A tried and tested skin treatment for the over 30s — W5 supplement for the skin — is being reintroduced to the UK market almost fifty years after its original success, by the Aquamaid Co Ltd, part of Larkhall laboratories group.

The original preparation was developed by a German skin specialist in the 1930's and "successfully enabled women over thirty to retain a smoothness in their skins for more than a year after a single 2-3 month course." The war led to its disappearance from the market.

W5 tablets are taken orally — "whereas preparations for external application are faced by the largely impermeable barrier of outer skin, W5 acts from within and is therefore a more fundamental and effective treatment."

The tablets are said to have the effect of stimulating the skin cells to reproduce themselves at a more youthful rate. The company emphasises that W5 is a specific treatment for ageing symptoms in the skin

and is not suggested for any other use.

The special protein and nucleic acid extract which forms a key part of the formula is expensive to produce, says the company, hence the prices — one month trial £19 and a three month trial £52.

Aquamaid Co Ltd, Larkhall Laboratories, 225 Putney Bridge Road, London SW15

Miners Harlequinade

Sheer colour single powder eye shadow is launched in the Miners Harlequinade promotion. The eye shadow range comprises six new shades (£0.99): -wondering minstrel (a midnight blue); harlequinade (purple); jugglers trick (pale powder blue); court jester (deep plum); merry-maker (sharp violet) and pierrette (a pink).

To complete the effect there is clover and alspice powder blusher (£0.67), hyacinth, waterlily, black cherry and violet black swivel lipstick and nail colour. (£0.85 and £0.83 respectively). *Gala Cosmetics & Fragrances, 75 Davies Street, London W1Y 1F4. ■*



A pos unit for Hair and Body glitter spray holds 36 units, six of each colour, and comes supplied with a window sticker and instruction leaflet. The spray washes and brushes out easily says the company. *Jerome Russell Cosmetics Ltd, Tanners Lane, Barkingside, Ilford, Essex*

First, the small news from Equalia.

At only £1.95 rsp, a special 15 ml introductory size Equalia is going to increase demand dramatically.

Especially with 50p off the next regular size purchase, plus a free Vichy swing pen.

Now turn over for the big news...

VICHY SKINCARE
At your chemist.

For full details of the Equalia Offer, ask your Vichy representative or call Toby Marnier at Vichy (Abingdon (0235) 26747).



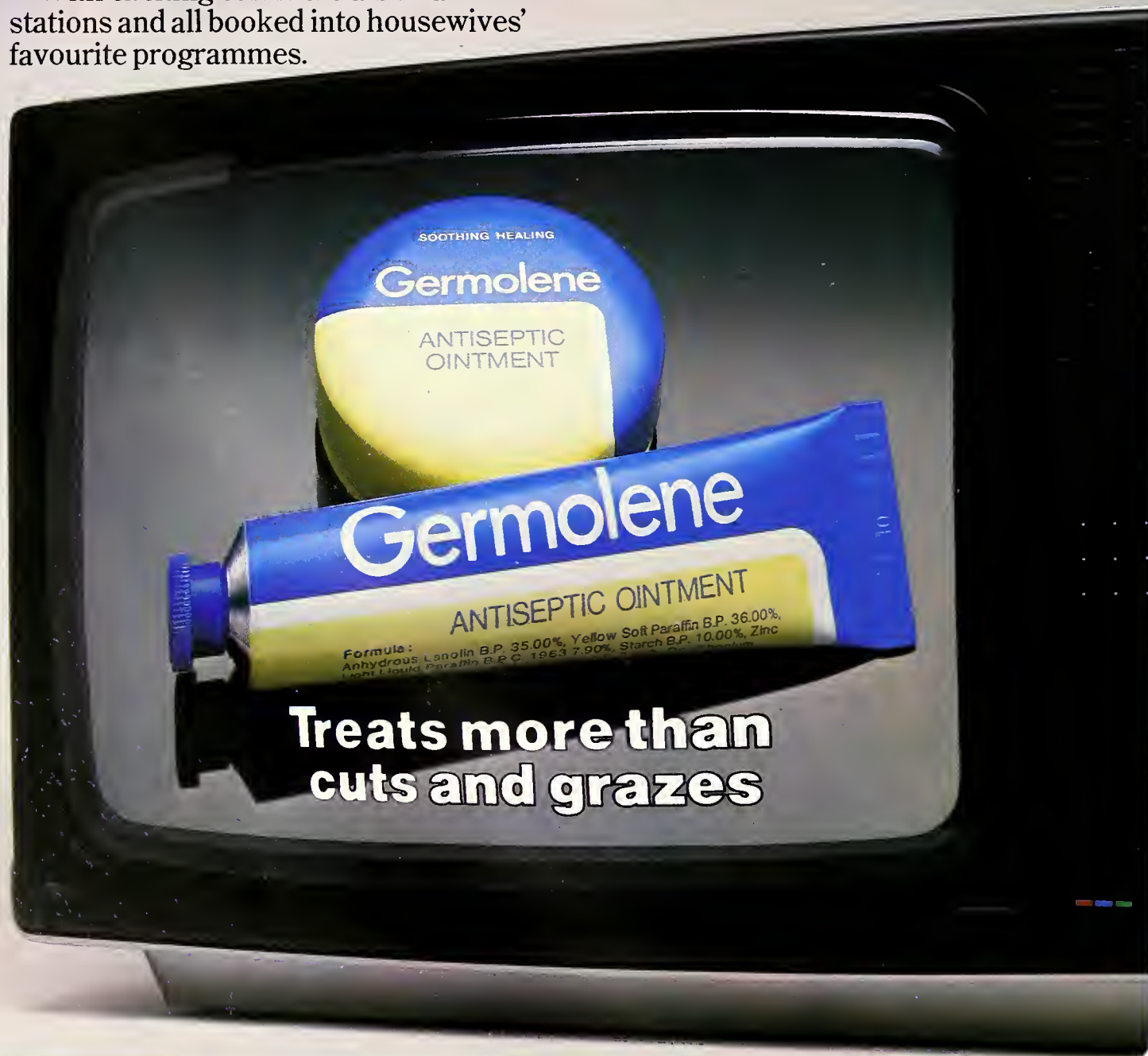
**...and now the
GOOD NEWS!**

Germolene on the box!

It's in the news again! The big new TV campaign for Germolene Ointment, the family's first aid.

With exciting commercials on all stations and all booked into housewives' favourite programmes.

Compelling, hard-selling, the campaign continues year-round. So check stocks of Germolene Ointment... you're going to need a lot!



BEECHAM HOME MEDICINES
GOOD NEWS FOR SALES

COUNTERPOINTS

Dylon to distribute some Alcan lines

The Dylon International sales force is now responsible for the distribution of selected items from the Alcan range direct to chemist outlets not currently serviced by Alcan.

The agreement relates only to selling to the specified retail outlets, the manufacture and distribution remaining the responsibility of Alcan Polyfoil Ltd. The products concerned are aluminium household foils including 255 Diamond foil, Polybags, freezer bags, bin liners and Alcan Wrap clingfilm.

Dylon have just launched a new product which sterilizes and cleans home brewing and wine making equipment.

Dylon home brew clean is a sachet of powder (20g, £0.30), which makes two gallons of solution when mixed with warm water.

It can be used to clean and sterilize all types of stained glassware, stainless steel, aluminium and high density plastic. The sachets, printed in red and green on silver,



are packed in a two dozen display box.

It is estimated that over 10 million people are now involved in making their own wine and beer. *Dylon International Ltd, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.* ■

Posters in 300 sites throughout the country will promote Sophia, the Coty perfume throughout April and there will be a two week national television advertising campaign to tie in with the promotional visit by Miss Loren April 13-16.

And now, the big news from Equalia.

A major new advertising campaign starts in April.

Full colour spreads in 9 major women's magazines (prominently featuring Vichy's chemist-only availability).



VICHY SKINCARE
At your chemist:

For full details of the Equalia Offer, ask your Vichy representative or call Toby Marnier at Vichy (Abingdon (0235) 26747).

AS LONG AS WOMEN THESE WILL



And Ladycare No.3, specially for the over 50's.

We've been involved in the specialist health food business for over 25 years and naturally we drew on all our experience to develop and launch this range into what we see as a unique marketing opportunity.

Let's look at the facts. Research has shown that 78% of all vitamin supplements are purchased by women.

At Healthcrafts we've created a unique range of dietary supplements. It's called Ladycare.

And it's a totally new concept in the vitamin and mineral market.

Each one has been specially formulated for women to use at different times of their lives.

Ladycare No.1, designed specifically for use during the menstrual cycle.

Ladycare No.2, specially formulated for use during the menopause.



THERE ARE N, L SELL.



And in tests all the products were enthusiastically received by women of all ages.

Currently, we estimate that the dietary supplement market is worth £55 million a year. And it's growing at a very healthy 15% per annum.

So you see, Healthcrafts Ladycare is well positioned to satisfy an obvious growing need within this market.



Whilst grabbing a huge slice of the action into the bargain.

Not content with letting the product benefits speak for themselves, we'll be spending £550,000 in women's magazines in full colour, starting in June.

The campaign itself, however, will be handled in a sympathetic and understanding manner.

So order Ladycare in its eye-catching dispenser and display it.

Then, while Ladycare takes care of the ladies, business will look after itself.



Healthways House, 45 Station Approach, West Byfleet, Surrey KT14 6NE.

Running a pharmacy — counting the cost

by Eric A. Jensen, BCom, MPS, FIPharmM, MInstM

Conducting a retail pharmacy involves the owner in making a continual flow of decisions, of assessing the benefits and dis-benefits of any course of action

We are dealing with economics so we try to weigh up advantages and disadvantages in money terms; when we cease to do this we enter non-economic fields. It should not be inferred that non-economic considerations do not have a potent effect on economic decisions, but in studying costs in the present context we are concerned with what we can measure in cash. The reward a pharmacist derives in personal satisfaction through giving advice and help without monetary return cannot be quantified on the same basis as the gross profit return for a given outlay.

Costs can be classified under a variety

of headings such as real costs, fixed and variable costs, marginal costs and so forth, and we should remind ourselves of the concept that economics is the study of how human beings behave in conditions of scarcity, our lot being that we cannot have everything we want in material terms. Resources are scarce relative to demand and any demand we satisfy incurs the sacrifice of some other demand. Costs arise when we employ any resource, so that the true cost of anything is what we could alternatively have bought with the money spent. Economic text-books use the term "opportunity cost", which

would perhaps be improved by changing it to "lost opportunity cost", as every cost we incur loses us the opportunity of expenditure elsewhere.

Realistic costings

Real costs, as distinct from money costs, can serve us well when comparisons of prices are to be made over time and distance, and the longer the time and distance the greater the value of a real cost basis. For instance, if a piece of pharmaceutical equipment costs say £500 in the UK and 6,000 kroner in Denmark we need to check on exchange rates, wage rates, other prices in each country, etc, if we are to make a valid comparison. It could be more significant to know how many hours of a UK pharmacist's salary the price represents and how many hours of his or her Danish counterpart's pay. Similarly when contrasting a UK 1975 price of the equipment with the current price it is helpful to think in terms of how many hours work the figure equates with for each year.

It is common practice in business to divide costs into the two broad categories

...and now the GOOD NEWS!

Express relief bring

Setlers' relief, *express relief*... faster and faster, more and more it's been gaining customers for the brand. So that today Setlers have grown into Britain's second favourite indigestion remedy.

Ahead now lies still more TV with lively films and renewed emphasis on the famous express relief promise.

Setlers, the growing brand – a must to stock and display.



Setlers – growing faster and faster.

of "fixed" and "variable". In the long run all costs can and do vary, so the division is not rigid and the two types merge. However, some costs such as wages tend to bear an approximate percentage relationship to turnover, while other costs such as rent and rates have to be met whether a pharmacy is flourishing or suffering severely from loss of turnover. Any pharmacist contemplating taking rented premises in a new development could be wise to try for an arrangement whereby, for the first few years at any rate, rent would depend upon turnover; the developer would thereby show confidence in the whole project and the tenant would reduce one of the risks inherent in business ventures. Such contracts are more frequent in, for example, the United States, and the prospective tenant here who does not ask is unlikely to receive.

'Fixed' pharmacists

A unique feature of retail pharmacy is that a pharmacist must be there for the business to function, so that his or her salary is in effect part of the "fixed"

overheads. Surprisingly this obvious point seems to be disregarded or not given full weight by many entrepreneurs assessing the prospects for a new pharmacy. A very simple sum whereby the salary of a pharmacist plus the rent and rates are converted into turnover by multiplying by three or four or five, according to the gross profit expected, can often be sufficient to indicate the high risk of failure. A combined rental and rates of £10,000 plus £10,000 for the pharmacist would, at twenty five per cent gross, absorb the gross profit from the first £80,000 takings, and nothing has been allowed for the other salaries and expenses any concern has to meet, nor for any return on the investment in stock, fixtures, etc.

Many so-called opportunities to open a new business can be rejected without lengthy analysis and the time more profitably devoted to other work. One of the most successful business leaders in this country is reported to have stated that if it took someone more than a few minutes to explain the profit potential of a new proposal this proposal was probably not worth pursuit. The ability to make rapid

decisions, or what appear to be rapid decisions, tends to spring from a great deal of preliminary investigation of markets and from a clear picture of precisely what one is seeking.

Examine costs — benefits

We emphasise the importance of carrying out a close cost/benefit examination of any contemplated addition to costs whether fixed or variable. It should also be kept well in mind that there are usually repercussions elsewhere — side effects — from any cost addition. A decision to carry a higher average level of stock can cause added investment in storage space, a decision to replace certain fixtures can entail the expense of adjustments to electrical lighting points, and so forth. Any new investment of cash, however small, is an economic factor which cannot be considered in isolation if a pharmacy is to function as a body which is properly co-ordinated.

Continued on p727

high-speed gain!



BEECHAM HOME MEDICINES
Good news for sales

A woman with blonde hair is relaxing in a red bathtub. She is looking down at her hands, which are resting on the edge of the tub. The tub is filled with water, and there are some flowers and a small bottle on the edge. The background is dark, and the overall mood is serene and relaxing.

Introducing Silken Touch

Introducing Silken Touch, the new line of bath products that will give you the softest, smoothest skin you've ever had. It's the perfect combination of natural ingredients and advanced technology, creating a luxurious bathing experience that's truly unforgettable.

uch. The soft option that women are waiting for.

Silken Touch is something completely new in body skin-care.

A moisturiser in a bath.

Quite simply, it turns every bath into a moisturising body treatment.

UNIQUE FORMULATION.

Unlike oils which stay on the surface and merely cling to you as you get out of the bath, Silken Touch blends evenly with the water, making it silky-soft.

The warm water opens the pores to Silken Touch's moisturising emollients and Vitamin E.

And after drying with a soft towel, it leaves the skin feeling younger and silky-soft all over.

RADOX PEDIGREE.

Silken Touch has been developed by the makers of Radox, the brand that dominates the bath additive market. And every stage in its development has been carefully researched.



There's no doubt that the demand is there. And Silken Touch has everything needed to satisfy it.

£500,000 PROMOTION.

To launch Silken Touch, we're putting half a million pounds behind it in women's magazines.

And it's not going to stop there, as you'll appreciate from our track record.

We'll continue to open up the market and develop this new sector - as we have done with Radox Salts, Radox Herbal Bath, Radox Showerfresh and Matey.

So make the most of this new opportunity.

After all, nobody knows the bath market like Nicholas.

And we know what women are waiting for.

Nicholas

NICHOLAS
Nº1 AT BATHTIME



A clear case for hygiene.

Soothers need to be clean and they need to be convenient. Griptight have recognised this need and introduced a brand new product called the Clean & Carry Capsule.

It's so easy for mums to tuck away in a hand-bag or glove compartment or anywhere in the home.

And it comes complete with two Binky Special Soothers or it can be used with any of the other Griptight Soothers.

As Number One in the soother market, Griptight

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Together with the new Clean & Carry Capsule, it's clear to see Griptight cover everything.

Full colour consumer advertising is telling mothers all about it, so make sure you're ready for the demand.

Contact your usual wholesaler.



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HUSH MASTER



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Binky Special

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Lewis Woolf Griptight Limited, 144 Oakfield Road, BIRMINGHAM B29 7EE.

Discounted cash flow: the concept

One of the most interesting and valuable concepts to have come into prominence of recent years is that of DCF, or discounted cash flow. A study of even the elements of this procedure can help us cope with the thorny problem of comparing current costs with future anticipated returns, a problem of especial relevance to present monetary conditions. The simple idea on which DCF is founded is that for valid comparisons to be made between present investment and future rewards we must devise a constant cash unit by which to measure both. In short, we aim to value profits in the years ahead in terms of this year's money. At once it is apparent that the sums worked out cannot be exactly right as we are engaged in prophecy. But our prophecies can be flexible and can make allowances for varied circumstances, so that an informed estimate is likely to be more accurate than an optimistic guess or hunch.

Examples of DCF technique

Perhaps the most satisfactory way to illustrate some of the main features of the DCF technique is to take an everyday example. Let us assume that a pharmacist has researched his or her potential for expansion of turnover and has forecast the increase in net profit to be hoped for from an investment of, say, £5,000 now, in a part or complete refit of the "front shop". The £5,000 is definite, factual, while the profit expectation can be approximate only. How can DCF help us decide whether the investment is justified in cash terms? Only the individual pharmacist involved can judge the extent to which non-cash returns enter into the matter. For instance, is it worth £5,000 to enhance one's self-image if the money could bring more from a building society than from a refit? In the tables which follow it has been assumed that inflation will approximate to 10 per cent per year over the five year span examined, and that the investment of £5,000 in fittings brings in an extra £2,000 pa pure profit, that is profit after an owner manager has received the current "rate for the job" each year. All figures are before taking tax into account. Figures have been rounded off for ease of calculation and to avoid a spurious suggestion of exactitude in an exercise partly based on forecasts.

Additional 'pure profit'	After discounting for inflation*
year 1 £2,000	£1,800
year 2 £2,000	£1,620
year 3 £2,000	£1,460
year 4 £2,000	£1,310
year 5 £2,000	£1,180
total £10,000	total £7,370

* On a compound basis.

If we invest £5,000 in a building society at 15 per cent for five years, the year end figures are approximately

- 1 £5,750
- 2 £6,612
- 3 £7,602
- 4 £8,742
- 5 £10,053

total gain after five years is — £5,053

total gain after five years discounted for inflation on compound basis = £2,983

Investments compared

The pure profit figures have been discounted year by year as the profit could be drawn, whereas the investment in fittings is unlikely to be realisable except at a severe loss. The building society investment could be realised during the period but for the purpose of comparison with the fittings it has been treated as a compound interest investment for five years.

So far the investment in fittings has shown a gain of about two and a half times that from a building society, that is £7,370 as against £2,983, both in terms of discounted gain.

However, we should now turn to residual values at the end of the period. The £5,000 invested in fittings, after allowing for depreciation and for inflation might well be worth something less than £1,500, if they could be sold at all. The original £5,000 invested in the building society would be worth, after discounting for inflation, £2,953.

Totalling residual values and gains we obtain the following:-

Fittings	Building society
£7,370	£2,983
£750 (half way between nothing and £1,500)	£2,953
£8,120	£5,936

The fittings now show something over one third more than the building society, compared with the earlier two and a half times advantage. Changes in rates of inflation and interest, together with other economic and non-economic factors, will call for revised calculations, but the DCF principle of aiming to compare like with

like will remain valid. In the example used the assumption was of a 40 per cent annual return on capital invested in fittings (£2,000 pa on £5,000), which might appear an excellent reward. When the DCF method is applied however, we see how misleading it can be to forget that money now is worth more than money in the future, that costs must be related to a consistent measure, that deferred profits must be much higher than shorter term returns. In this article no mention has yet been made of *deflation*, of money rising, instead of falling, in value. Such a phenomenon has been experienced this century and it would be a revealing exercise to work out the DCF sums in a deflationary world. ■

POSTSCRIPT

Better late than never?

A Cambridgeshire pharmacist "raised a few eyebrows when he submitted his prescriptions bill to the authorities — it totalled £58,713 for prescriptions going back to 1978." So reads an article in a recent edition of the *Cambridge Evening News*. The article says that "he apparently stored up 14,277 prescriptions between September 1978 and January this year and submitted them all in one go".

News of this deed has attracted inquiries from such diverse sources as the *Times Health Supplement* the DHSS and the Society's journal. Fortunately for those directly concerned, the facts are not quite as those quoted, but like all good tales contains elements of the truth. The pharmacist had not submitted the forms all in one go, but in a number of separate batches over the time span indicated.

Mr Lyons, of Cambridgeshire FPC, told *C&D* that the pharmacist "habitually submitted late prescriptions. This causes trouble with the Pricing Bureau as special permission is required for late payment" All the prescriptions have to be priced using drug prices current at the time when they were dispensed. Although the FPC had "bent over backwards to be of help to him", the case was presently in the hands of the service subcommittee.

Perhaps most pharmacists' reaction will be to envy the contractor his bank manager's understanding! ■

BSHP weekend: from a fire to travels

Short papers, long papers and after-dinner talks formed the structure around which was arranged the British Society for the History of Pharmacy spring weekend conference at Warwick University, April 2-4. However the essential aspect was the variety of subjects dealt with, beginning with "the fire of Warwick 1694" and ending with the travels of an apothecary.

Monica Ory, deputy county archivist, Warwick County Record Office, traced the 1694 fire as it spread through the town and outlined the rebuilding plan and programme. By maps and slides she pointed out some buildings or traces of them that survived and can still be seen.

Dr J. Lane, in her paper on "The provincial apothecary and his services to the poor", first outlined the prerequisites for a sound study of the 1750-1830 documents, the accounts of the Overseers of the Poor. Those interested in medical and pharmaceutical history should remember that the accounts were financial and not medical records. They were vetted each year by the justices which ensured reasonable mathematical accuracy, but they were usually written by a "local literate" who was not scholarly and might use phonetic spelling. There were often difficulties in identifying apothecaries, yet many families of apothecaries were known.

Difficult for women

Professor E. J. Shellard reported on "Some early women research workers in British pharmacy". He said today when a young lady walked into a research laboratory to do a research project lasting three or four years in order to obtain a higher degree, "no-one bats an eyelid". But 100 years ago women found it difficult to attend elementary courses of lectures, though this was not the fault of the professors of the Society's School of Pharmacy.

Elizabeth Garrett Anderson had attended lectures given by Professors Attfield and Bentley in 1862, but without the knowledge of the Council of the Society. When she wrote to the Council in September 1872 asking if a group of ladies could attend lectures at the school, the answer was quite definitely "No". However at the next Council meeting Mr Hampson pursued the request and it was agreed that women could attend the

lectures but not the practical classes — provided they entered the building through a different entrance. It was not until several years later that women were allowed to attend practical classes; furthermore women students were not allowed to compete for the School prizes.

Lady of honour

However in October 1886 Margaret Buchanan passed the minor examination and was awarded a Certificate of Honour for botany and materia medica. In July 1887, when she passed the major examination, she also obtained the Council's silver medal in the Pereira Medal competition.

The first woman to undertake research in pharmacy "in an organised way" was Lucy Boole who passed the major examination in April 1888 and immediately became a research assistant to Professor W. R. Dunston. Later, in conjunction with the professor, she presented a paper to an evening meeting of the Society on "Chemical observations on tartar emetic". In June 1895 Lucy Boole, by then a Fellow of the Institute of Chemistry, presented a paper on croton oil to the Royal Society.

The first woman to be awarded the Redwood Scholarship was Elsie S. Hooper. She was also the first woman to be given a Burrough's Research Scholarship and worked with Professor H. G. Greenish. Elsie Hooper later gained a BSc degree in botany and chemistry and the Fellowship of the Institute of Chemistry and in 1910 she joined the staff of the chemistry department at Portsmouth Municipal College. During the 1914-18 war she was an analyst with UCAL, Cheltenham. From 1920 to 1942 she was first a lecturer, then proprietor of the College of Pharmacy for Ladies.

Professor Shellard then mentioned Agnes T. Borrowman who qualified in 1903 "but was obliged to come to England because of the strong anti-

feminist attitudes in Scotland". Other research workers included Gertrude Wren, qualified 1907, and then Dorothy Braithwaite 1909, who joined the staff of the Central Checking Bureau for NHI dispensing.

'Communion and contusion'

"Communion and contusion" was a short paper by Arthur Wright, president BSHP. It was an abstract from a longer paper dealing with Dr Joseph Priestley, discoverer of oxygen, and Josiah Wedgwood. Both were skilled practical chemists, but neither had had any training in the science. Mr Wright gave a summary of Priestley's career and his vast literary output on religious, legal and scientific subjects. He said it was difficult to determine when Priestley first met Wedgwood. However there was a note made by Wedgwood after reading one of Priestley's papers published in 1777: "The Doctor seems much at loss for a mortar, not metal, for pounding in. Make him a deep one or two". That seemed to be earliest record "of that truly pharmaceutical item, the composition mortar".

The Wedgwood and Bentley catalogue 1779 announced the availability of the mortars and in that year or the next there was an advertising leaflet stressing the advantages of the new mortars.

The after-dinner speaker on Saturday evening was Dr B. T. Davis, senior lecturer in forensic pathology, Birmingham University. During his talk on "Medical heraldry" he dealt with the various aspects of a coat of arms, taking those of Lord Cohen of Birkenhead as an example. He then traced the arms granted to the various medical institutions and societies.

Printer's error

Dr M. P. Earles, Chelsea College, University of London, began the Sunday session. His short paper, "The Pharmacopoeia Londinensis 1618: A new look at an old problem", surveyed the differences in the May and December editions of that pharmacopoeia. The College of Physicians had suggested the second edition was necessary because of the printer's errors in the original but the relatively short period between the two did not appear to allow sufficient time for corrections to be carried out nor the decisions concerning the additional material to be included in the second edition. The query arises whether the first edition printed was indeed the original.

Continued on p731

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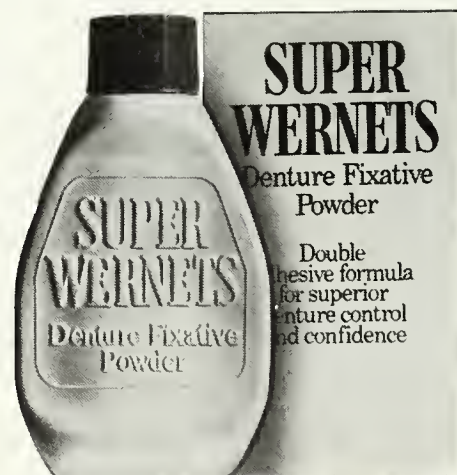
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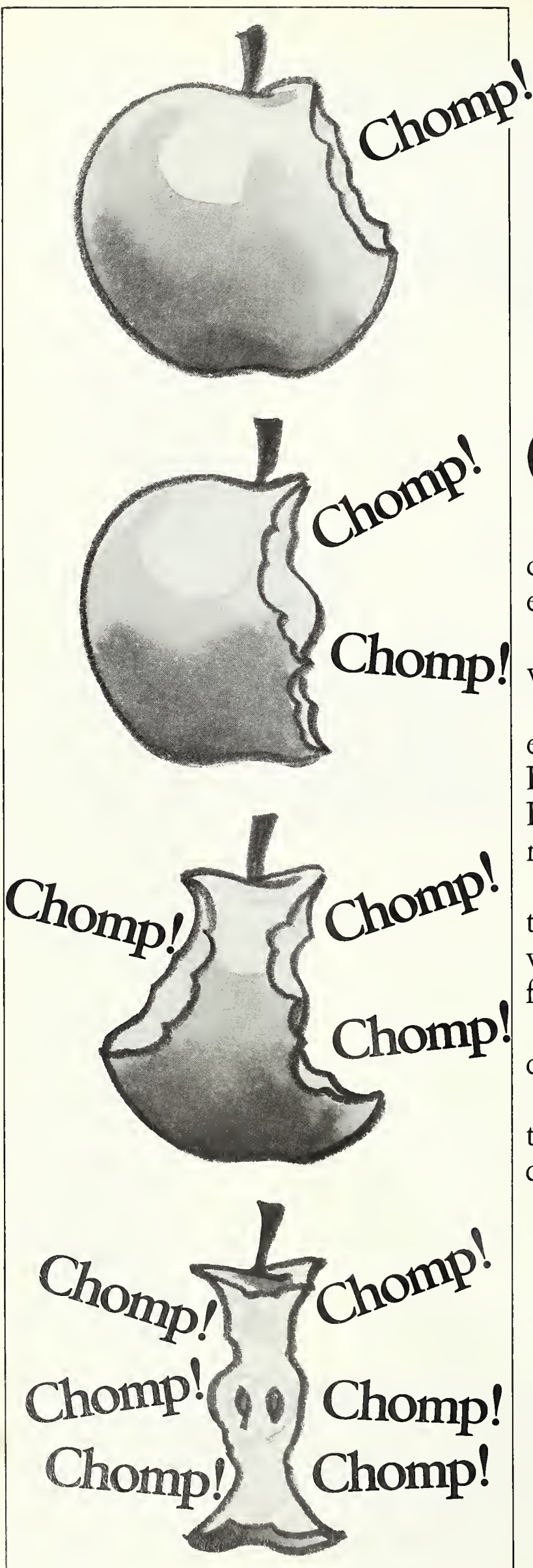
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DPhOs get direct accountability

District pharmaceutical officers are to be directly responsible to health authorities in a similar way that area pharmaceutical officers were before the latest NHS reorganisation.

The Guild of Hospital Pharmacists Council heard at a meeting on April 1 that on the previous day the Pharmaceutical Whitley Council management side had at last agreed to the staff side's request for direct accountability. The joint secretaries would write to the District Health Authorities saying that DPhOs would have similar arrangements for accountability, rights of access and attendance at meetings as those set out for APhOs in the document HRC (78) 28.

The Guild's district members are to monitor recruitment problems by reporting to each council meeting the number of posts which had been vacant for more than two months. The vacant Wessex regional pharmaceutical officer post was expected to be advertised soon as a split post, being 60 per cent regional duties and 40 per cent district duties of Portsmouth DHA. The Council believed that this was contrary to Guild policy and that a full-time regional pharmaceutical

officer should be appointed.

Council also discussed the problem of grading hospital pharmacists, particularly the career prospects of those with little opportunity for promotion to beyond grade 3 because of the multi-speciality nature of the profession. It was agreed that the president would set up a working party to examine the position.

The following are results of committee elections for the coming year: Pharmaceutical Whitley Council Committee "A" staff side will comprise the president, professional secretary, divisional officer, Dr Fullerton (chairman), Mr Ashford, Mr Brookes, Mr Cooke, Mr Cullen, Miss Dinwoodie, Miss Moffatt with Mr Beaman (reserve) and Mr Sharrott (reserve). The education and science committee will comprise the president, professional secretary, editor, two professors plus Mr Brookes, Mr Cooke, Dr Deeks and Dr Harries-Nutt. ■

Labelling system

Many of the pharmacy computer systems coming onto the market are cumbersome and slow, according to Pharmacy Computer Systems who are launching their own "PACE" low-cost labelling system at the end of the month.

PACE is based on a Commodore PET 4016K computer, 12in 40 column monitor, C2N cassette deck and connecting cables for link-up to an Epson MX80 F/T printer (able to produce dispensing labels or full width print outs for accounting, VAT, wages etc).

The system is written by pharmacists and has been developed over a 12-month

period is a busy dispensary, primarily for use as a labeller. Any one of the 200-plus drug names stored in the memory may be called up by entry of the first three letters and the direction selected from the 40 Latin-based abbreviations on file.

Three labels can be produced in 24 seconds — half the time of any equivalent system, say PCS — and in a variety of sizes to suit a particular pharmacist's requirements (as small as $1\frac{7}{8} \times \frac{15}{16}$ in). Labels can be produced in batches of any quantity for hospital or stock bottles, using as few as four key operations.

In addition to the standard labelling mode the system has already included programs for private script pricing and the sale of drugs. Also, it can be used for accounting and VAT purposes.

The system can be installed for £1,475 together with provision of an initial supply of labels, instruction manual, program update after three months and a 12-month warranty. A 24-hour service from Commodore engineers can be provided thereafter (to include continual update of program) for £225pa. Labels range in price from £4.85 per 1,000 (plain) to £5.25 for the printed version with cheaper rates available for bulk orders. An extra high speed Anadex printer (£1,845) or a PET 4032 32K (£1,620) can be added on to the basic package.

PCS are demonstrating the system on April 26 at the Britannia Ringway Hotel, formerly the Riverside Hotel, Palatine Road, Didsbury, Manchester at 8pm. Prior contact can be made with PCS at M. Copeland Ltd, 37 Stamford New Road, Altringham, Cheshire WA14 1EB (telephone 061 928 0087). ■

History of pharmacy weekend

Continued from p728

Mr A. G. Mervyn Madge, in a short paper on "Solve et coagulae — alchymic mysteries", referred to the extraordinary symbolic language used by the alchemists when describing their formulae and their experimental techniques.

"Dental formulae" was the title of a short paper by Dr W. E. Court. He mentioned the Assyrian and Egyptian use of opium to kill the pain of earache or toothache, and that Roman medicine included chemistry. The training of the dentist in Britain appeared obscure as dentistry was practised by the surgeons (surgeon dentists) and by persons often apprenticed to watchmakers and jewellers (mechanical dentists) and by apothecaries.

Tooth brushing has been practised since early times. In Europe the rays of the umbel *Amil visnaga* are known as Spanish toothpicks and in Britain chewing hazelwood was considered efficacious as it cleaned teeth and hardened the gums. The juice of strawberries was used to dissolve tartar.

Tooth powders and dentifrices were usually based on: (1) a mechanical base

cleaner — usually chalk or magnesium carbonate; (2) antiseptics — borax, carbolic acid, quinine to reduce acid fermentation; (3) astringents such as myrrh or cinchona.

Guy de Chauliac's toothpaste of the 14th century contained abrasives such as cattle bones, sea shells, pumice, iris root and aristolochia, an aromatic bitter with some local action on ulcers.

By the 18th century in Britain mouthwashes were in common use and contained drugs such as tincture of arnica, tincture of myrrh, German chamomile flowers, bilberry berries and essence of sassafras. British herbal folklore included breath sweeteners such as aniseed, cardamom, clove, mint, etc, and in dentifrices one encountered elder bark, charcoal, clove, lemon, mint, nutmeg, orris etc. Toothpowders with bases of precipitated chalk were often used, sometimes coloured by dragon's blood or cochineal. For bleeding gums tannin-containing drugs — kino and krameria were used.

In the 1800s a variety of products were popular for the treatment of odontalgia. Aconite as a liniment or ointment was well known. Tannins in ethereal solution were considered effective when carious teeth were involved; creosote, coine from hemlock, opium, camphor and gelsemium

were also employed. From about 1890 cocaine permitted safer painless methods for extraction and cavity-filling, and then followed procaine and the less-addictive local anaesthetics.

The final paper, given by Dr J. G. L. Burnby, related the "Life and travels of Thomas Pole", an Anglo-American apothecary. Pole journeyed by coach and on horseback throughout England, a trip of 6,650 miles which lasted over two years.

Annual meeting

During the BSHP annual meeting the treasurer emphasised how much the Society depended on the sponsorship of pharmaceutical companies. Winpharm, E. R. Squibb & Sons and R. Gordon Drummond had all contributed substantially during the past year. Mr J. C. Bloomfield, Miss D. A. Hutton, Mr. A. G. Mervyn Madge and Dr T. D. Whittet were re-elected to the Society's committee and Mr A. H. Briggs and Mr D. C. Harrod were re-elected auditors. The membership subscription is to be increased from £3.00 to £5.00 from January 1, 1983. ■

Back the science-based therapies

by the various associations and those with an interest in homoeopathy. He also noted that the average homoeopathic prescription currently costs the NHS less than half the price of an allopathic equivalent.

While therapeutic developments in the past have largely been concerned with tissue chemistry, future developments will be concerned with intracellular chemistry. "It is not for such therapy that the profession should be preparing itself rather than seeking for the short-term economic benefit which may be derived from the introduction into pharmacy of therapies, seemingly ill-based scientifically and of which the practitioners, by their own reckoning, have so inadequate justification in presentation?" Herbal medicine was worthy of approval, however, Mr Chamings said, and he himself has recommended its use.

There has been a decline of the number of pharmacists working in industry in recent years, Mr B. Jones, MPS, of the Society's industrial pharmacists group, told the conference. This had led to publication of a pamphlet

which had been distributed to students, and a team of volunteers to speak at schools of pharmacy.

There were currently around 600 preregistration places in industry, but due to the Society's bye-laws the areas in which the graduate could work were restricted. There was also the requirement to work six months in either hospital or retail, and often the industry had to pay a year's salary to see the student for six months. For economic reasons the industrial pharmacists group was finding it very difficult to encourage companies to give preregistration posts to graduates at present.

Opportunities

However, there were plenty of post-registration posts available, as the variety of posts was increased, Mr Jones said, citing quality assurance, clinical trials, product registration, marketing, research and production. There was only one type of graduate that could cover all these areas — the pharmacist. He also dispelled the impression that a higher degree is necessary for industry. Only 20 per cent of industrial pharmacists had a higher degree, but 20 per cent also had professional qualifications (in personnel

or business management) acquired through working in industry.

Top posts in industry were not restricted, Mr Jones said, and there was plenty of opportunity for lateral movement into other career streams. Salaries were more open to negotiation than in hospital or retail.

Computerisation

Mr Idris Hughes spoke to the conference on computers in pharmacy, giving an idea of the type of equipment used, the way it was employed and its capabilities. The opportunities of increased availability of up-to-the-minute information was mentioned, with reference to the current computerisation of Martindale, and also the type of information that can be kept in a computer file.

One hundred and five students were present at the 40th BPSA annual conference at Leicester Polytechnic and eleven schools of pharmacy were represented. The 1983 conference will be held at Aberdeen. ■

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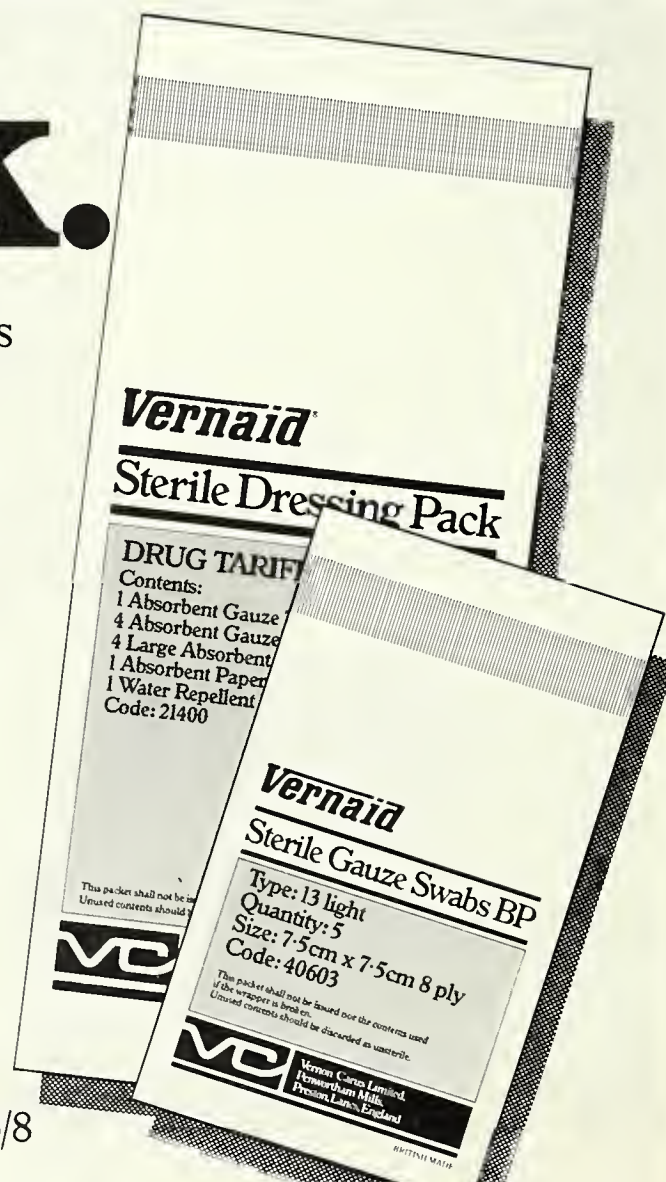
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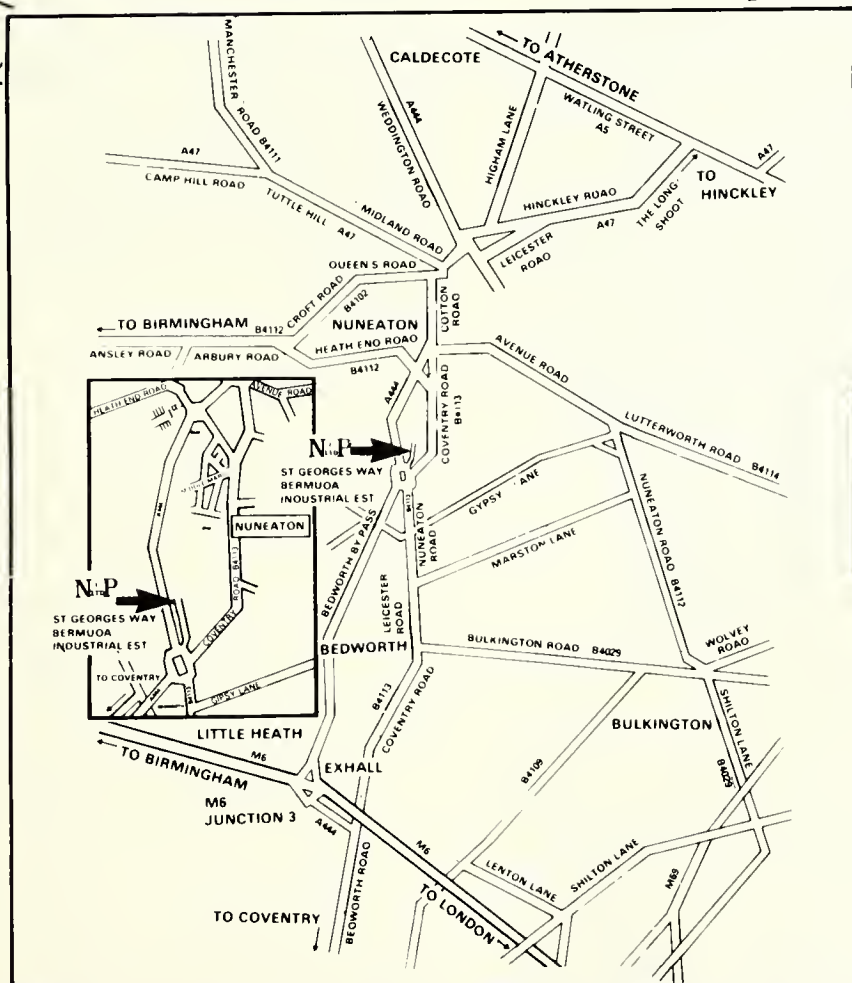
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Health foods are not drugs!

Your headline "Evening primrose oil in search of credibility" *C&D* March 27 illustrated the great dilemma now facing health foods. My company has been marketing evening primrose oil capsules for many years and has always maintained it was a true "dietary supplement" forming an integral part of a special diet used to help many degenerative conditions. The use of a "placebo" in the diet would be quite irrelevant as no single element in that diet has overriding effect — indeed, if it did, then there would be no need for the diet at all!

Unfortunately, the health food industry is becoming more and more enmeshed in proving that its "dietary supplements" are wonder substances which can be compared with the complex organic molecules used by the pharmaceutical industry as "drugs" but with that vital ingredient total safety! This approach either shows a naivety which must be pitied or an ignorance which must be exposed. The term "health food" has been misused today almost as much as the word "democracy"! Its true definition is lost but its cachet is being used to a perilous extent. If a product is sold as a dietary supplement then surely a consumer must be informed as to what sort of diet should be adopted to embrace the product. If no dietary information is available then that product is not primarily a supplement but is using that title for other reasons.

'True dietary supplement'

I believe that evening primrose oil is a true dietary supplement and clinical trials using it should involve strict dietary control. In most cases dietary control alone would produce results (because that in itself is a positive treatment) but the supplement may improve matters further. Of course, carrying out clinical trials with all the necessary controls is virtually impossible when diet is involved.

However, since no harm is involved, as long as the primary diet is balanced and the supplement is a food then treatment should not be denied the patients although they must be informed that the dietary control is vital. Unfortunately, patients today, come to expect a simple cure for their ills and the addition of dietary control to their "pill" regimen is the kiss of death as far as most of them are concerned! Who of the health team is going to provide the dietary advice anyway? I think it should be the

pharmacist.

Until the health food fraternity itself comes to terms with the fact that their products are fundamentally and philosophically different from medicines (ie drugs) then their recognition and acceptance by the medical establishment will never progress. Health foods are not drugs and must not ape them in any way!

When this point is taken then we can turn to a new chapter in human health through nutritional science.

Dr R. J. Woodward
Larkhall Laboratories
London SW15

'Front-rooms?'

With reference to the recently increased (£1.30) prescription levy and Mr Sharpe's comments on the ethical judgments pharmacists would have to make in respect of items costing less than this sum by retail sale, it occurs to me to ask a question of all those who run class XV dispensaries — the so-called "front-room dispensaries". I direct this question in particular to owners and superintendents of such pharmacies. Will they:—

1. Lie to patients and deny that any prescription item costs less than £1.30, and could be bought from a proper pharmacy?
2. Break the law and sell the relevant items by retail. (The denial of the ability to make retail sales is the very basis on which class XV dispensaries teeter)?
3. Actually admit to patients that a full pharmaceutical service cannot be provided, and that a visit to a genuine pharmacy is necessary to obtain the above medicines for less than £1.30?

These points also apply of course, to those ever more frequent occasions when a doctor counsels his patients that a purchase from a pharmacy is all that is required, or is essential to complete a course of treatment.

R. A. Martin
Southampton

To each his own

It is understandable that Dr Vernon Coleman cannot appreciate the need to divorce the cost of the drug from the physician's prescribing decision. That this decision should be based on medical reasons, rather than financial reward to the prescriber, is obviously in the patients' interest. He clearly wishes to increase his income at the expense of another profession and totally monopolise health care to his advantage.

Pharmacists used to extract teeth and test eyes but I know of no pharmacist

who, with Dr Coleman's arrogant megalomania, would attack dentists or opticians claiming the right in the 1980s to continue practices long since left to specialists in their individual professions. Perhaps he'd like to return to the days of the barber's pole and do the odd operation in the back room, a diagnostic clinical decision more in his own field of qualifications?

R. N. Thomas
Holyhead

BOOKS

The Marketing of Generic Drugs

Barrie G. James. *Associated Business Press*, Fleet Street, London. Pp211. 5½ × 9in. £15.

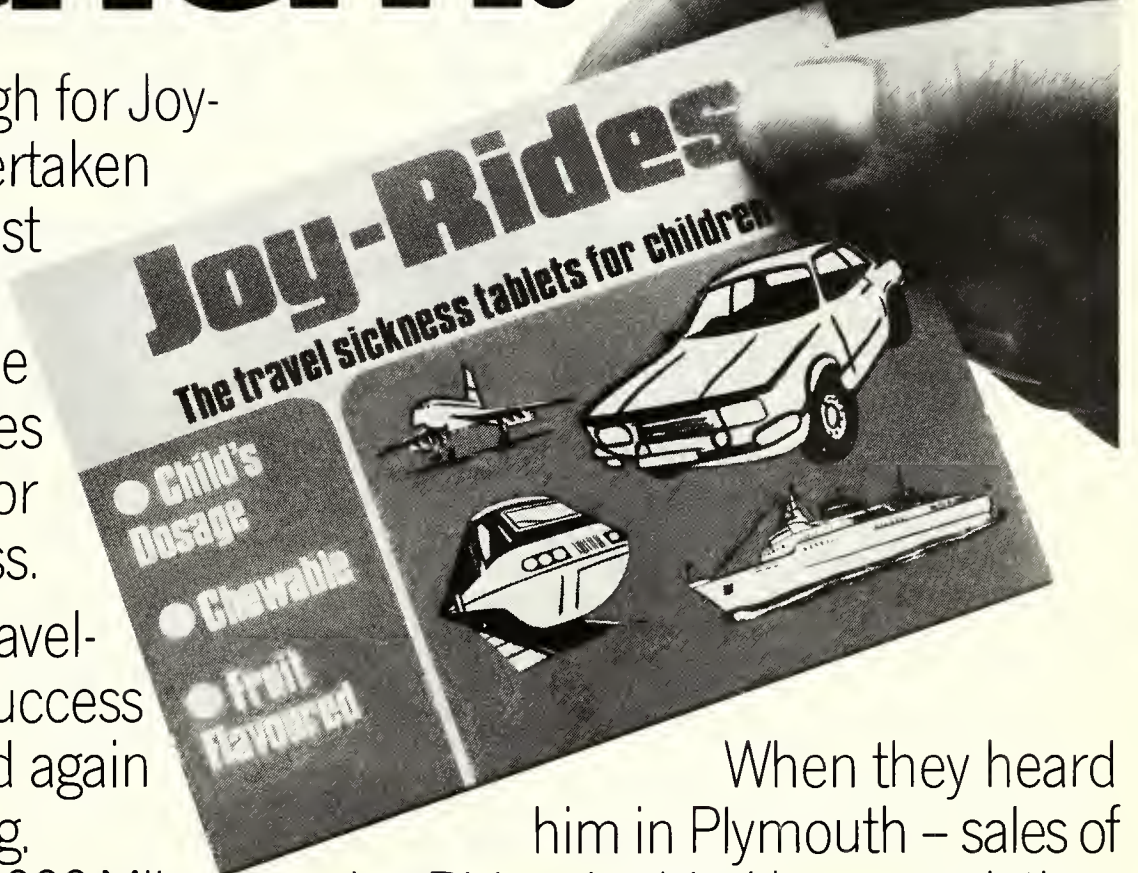
The marketing of Generic Drugs by Barrie James looks at the competitive threat of generic products in the pharmaceutical industry. The book charts the development of the generic market and its effect on branded drugs and their marketing. Particular detail is given on the US market, and a prior knowledge of wholesaling and distribution in the US is to a large degree assumed. A rather briefer résumé of the market scene in Europe and the UK is also given. The latter half of the book deals with what the author describes as the strategic response of the technology-intensive pharmaceutical companies in combatting generic competition. The author suggests that companies must develop a business strategy to combat increasing generic competition.

Now you'll get even more mileage out of them.

○ 1981's all-time high for Joy-Rides is going to be overtaken this year. With the biggest ever spend in Women's magazines – so the whole country knows Joy-Rides is the leading remedy for children's travel sickness.

○ The Joy-Rides Travelers' Club's a runaway success – and it'll be highlighted again in consumer advertising. The free membership, 1,000 Miler Certificates and other goodies proved irresistible.

○ Capital Radio campaign for Joy-Rides starts 21st June. Tune in to the Texan oilman and his family.



When they heard him in Plymouth – sales of Joy-Rides doubled in appreciation.

○ Don't go miles out of your way to order stocks. If you see your Stafford-Miller representative before Saturday 31st July 1982, you can claim your bonus.

The specialist travel sickness tablet for children.

Seeing is believing



Prove it to yourself! Try the coin test today and you'll soon see that Reactolite Rapide lenses are clearly the best photochromic lenses available.

According to recent statistics, 47%* of people in the UK already recognise the name Reactolite Rapide. And during April and May they'll be seeing the lenses on television and in colour advertisements in national magazines.

This year, even more people will be looking for and asking about Reactolite Rapide lenses. Don't disappoint them!

*Figures quoted are from prompted research by SRA Limited, a subsidiary of National Opinion Polls Limited.

Chance Pilkington Limited
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*Reactolite and Rapide are trade marks of Pilkington Brothers Limited.

NATIONAL
TV CAMPAIGN
BREAKS
26 APRIL

Schwarzkopf to distribute Foster Grant sunglasses

Distribution of the Foster Grant sunglass range is to be handled by Schwarzkopf from September 1. Both Foster Grant USA and Schwarzkopf are subsidiaries of the Hoechst group. The move follows the recently announced re-organisation of Wilkinson Sword (*C&D*, April 3, p631).

Bill Smith, general manager retail for Schwarzkopf told *C&D* that when Wilkinson decided to cease trading in the sunglass business it was logical to look for a Hoechst subsidiary or a partially owned company with a common distribution base in chemist and department stores. Our takeover is a "major development programme for the retail division" he says.

Graham Elson marketing manager for Wilkinson Sword said the company had been looking to withdraw from the market for the past two years. Foster Grant have already been withdrawn from Germany (*C&D*, October 11, 1980 sunglass supplement comment).

Wilkinson and Schwarzkopf have been working together on the takeover for the past 18 months and Wilkinson say that because of this long-term planning there will be no redundancies at their end. Schwarzkopf promise to honour all Wilkinson Sword undertakings concerning Foster Grant and anticipate substantial sales are still to be had in the sunglass market.

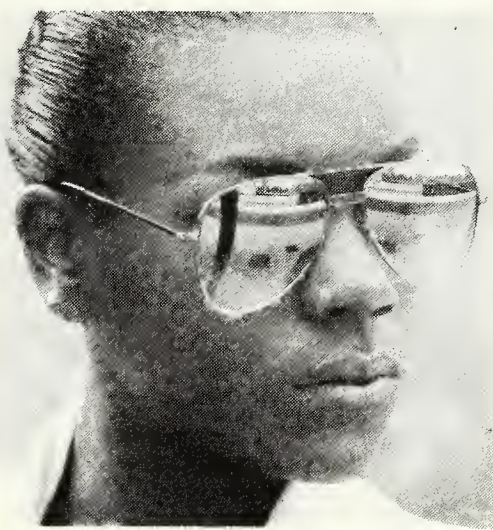
The announcement by Wilkinson comes six months after the withdrawal of the Goggles sunglass range by Elida Gibbs (*C&D*, October 31, p846) because of the "relentless decline" in the sunglass market, which now stands at only 5m units.

Sangers — further sales unlikely?

The new chairman of Sangers Group Ltd told *C&D* this week the company is unlikely to sell off any of its remaining assets at this time — Castlereagh Agencies, Sangers Agencies and Sangers Photographic Ltd — but shortly expect to be in a position to make some acquisitions.

Mr John Briggs said: "We have sold off enough for the moment. I can see no reason to go further on disposals than we have already gone. We have a 'bread and butter' base left for what we intend to do."

Sangers board is to meet at the end of the month. Mr Briggs expects the evolution of a strategic plan for the



The past two years have seen a more realistic approach to marketing the Foster Grant range with cuts in both models and prices.

Wilkinson Sword have handled the Foster Grant franchise for the past eight years. A statement issued by the company says that the arrangement will not disrupt this year's selling season and Wilkinson Sword will continue to give a full service to stockists and publicity support to the Foster Grant range.

Bill Smith for Schwarzkopf sees no difficulties in marketing sunglasses. "In our view Wilkinson have done a good job in taking the nonsense out of the range, bringing it down to practical reality. Foster Grant are still number one in the market and there is nothing wrong with the sunglass market if the product is professionally marketed." Plans for the 1983 sunglass season are already well underway he says. ■

company to begin then and to be complete within two months. Mr Briggs said that the monies from the sale of the 12 wholesale branches would not make the company "cash rich" but there would be sufficient money to fund acquisitions designed to give Sangers a broader base.

Sangers are currently preparing a Class 1 circular for the Stock Exchange to inform shareholders fully about the disposal of the wholesale branches. ■

Morphy Richards purchase completed

Capital For Industry have successfully completed their acquisition of Morphy Richards Ltd, merging Morphy Richards with their existing subsidiary, House of

Carmen, to form a new holding company to be known as Morphy Richards Holdings Ltd.

Described by MRH chairman Brian Solomon as "an absolutely ideal fit", the merger aims to create a major new force in the industry, with brand dominance in the haircut and other markets. Each company's products will, however, retain their existing brand names. ■

Quarterly results from Unichem

Unichem have reported an increase in turnover of more than 30 per cent in the first quarter of 1982. The company recently announced a 29 per cent increase in turnover for 1981 as a whole, with the figure reaching £216.8m. Managing director, Mr Peter Dodd, pointing out that the figures were achieved through Unichem's existing 12-branch network, comments: "The closure of the Sangers branches has, obviously, had some effect, but only during the last month. The full effects will not be felt until their clearance sales have worked their way through the system." ■

Fisons improving

Fisons plc have declared pre-tax profits of £9.24m, up £5.4m on the previous year's figure. Turnover reached £494.4m from £453.7m. Extraordinary charges were high at £18.69m, this figure being mainly attributable to reorganisation costs.

All these costs have now been included in the accounts, leading Sir George Burton, chairman, to feel the company will be able to enter 1982 with a policy of aggressive exploitation of opportunity in a largely static marketplace. An important part of the reorganisation was the sale of the group's fertiliser division to Norsk Hydro, a move which Sir George describes as "a major step in the development of Fison's business." It is hoped that the revenue from deals such as this can be used to develop the company's other divisions.

The group's scientific equipment, horticulture and pharmaceutical divisions all made notable progress, with both pharmaceuticals and horticulture reaching record profit levels. Profit in the pharmaceuticals division was £15.04m, against £12.24m the previous year. Turnover also reached a new record at £111.87m (£91.32m). This division was said to have shown significant growth in all areas, the increases being achieved by aggressive marketing throughout the world. The launch of an aerosol version of Intal in the UK, Germany and Switzerland appears to have been well received, while the division's major UK consumer product, Sanatogen Multivitamins, continued to perform well. ■

More business news overleaf

Companies resist Indian generic moves

Several foreign drug companies operating in India are resisting orders to bring their ownership under closer Indian control and to use generic names for their drugs instead of brand names.

According to a report in the *Financial Times* last week, the Indian government has ordered some 20 companies to reduce their equity holdings. The Foreign Exchange Regulation Act requires all foreign companies to reduce their stake in Indian subsidiaries to 40 per cent, when they are manufacturing in high technology areas or are export-orientated. Most of the drug companies believe they should be allowed to retain a majority holding on the grounds that they are in high technology areas, although this has been challenged by an expert committee. In what is referred to as a "test issue," Smith Kline and French have made representations to the Government to keep a majority share.

According to the report, three foreign drug companies have challenged in court



the Government's order abolishing the use of brand names for single ingredient medicines. Hoechst have obtained a stay order from Delhi High Court against an order banning the brand name Novalgin. The foreign companies are also seeking a revision of the basis on which drug prices are fixed as they feel the present method does not allow sufficient profit margins. ■

Unichem representative Brian Jones receives a barbeque set, his prize for selling the most own-brand baby products during a recent sell-in before the start of the television advertising campaign.

Brian who covers Kent, South East and East London, sold the "package" to 90 per cent of members in his area. Pictured with him are members of the Southern sales team who came top of the league for this promotion. They are from left to right, Ken Bennett, Matt Matthews, Bob Scott (UK sales manager), Jan Walker, Richard Balcon, Jenny Marton (the area sales manager), Brian Jones and Paul Coombe

Secondary protest strikes illegal?

Secondary strikes called to protest against the use of the 1982 Employment Act may well prove to be illegal, according to advisory notes being circulated to its members by the Institute of Directors. The notes are designed as a response to the TUC suggestion that employers with a unionised workforce who attempt to use the proposed legislation will run the risk of "widespread disruption."

One course proposed is that, where a union is brought to court under the new legislation, a protest strike be organised throughout the whole of that particular industry. The Institute suggest that this would be illegal under the existing 1980 Employment Act which, in a provision aimed at preventing secondary picketing, forbids industrial action being extended to an employer other than the one originally

involved in the dispute and his immediate suppliers and customers.

The institute is distributing the notes to 41,000 member businessmen in an attempt to balance TUC criticism of the Bill and provide employers with the information needed should they find themselves involved in protest action. ■

Personal products lead aerosol market

Despite a decrease of 1.7 per cent in the total number of aerosols filled in 1981, personal products such as hairsprays, perfumes and deodorants have exhibited strong signs of growth, now accounting for 48.52 per cent of the total market.

According to figures produced by the British Aerosol Manufacturers Association 489.5 million aerosols were filled during 1981, with 237.5m of these in the personal products category. Colognes

and perfumes were the only sector to show a decline here, falling from 51m units in 1980 to 38m last year. Hairsprays and dressings lead the sector, reaching 104m units — 6.1 per cent up on the previous year's 98m. During 1981, 72.5m deodorants and antiperspirants were filled, the highest figure since 1974.

Fillings for medicinals and pharmaceuticals increased 19.2 per cent to 46.5m units, with air fresheners falling 35 per cent to 24m. ■

■ **Bristol-Myers** are carrying out a £6m expansion programme at their recently-purchased site in Cramlington. The site is expected to begin operations in 1983, taking over the pharmaceutical manufacturing currently carried out by the company at Langely and Ruislip.

PSST!
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the spray
when you
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Fermentation and synthetic
qualities both available to British
Pharmacopœia specification.

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NCT propose 60 hour trading week

Radical changes in shop trading hours could take place if the proposals of a National Chamber of Trade committee are approved by the membership at its conference in May.

The proposals would repeal all existing restrictions and introduce a trading week of 60 hours maximum — of which not more than four would be permitted on Sundays, and all the hours being at the discretion of the proprietor.

Affiliated Chambers of Trade have been asked to consider these proposals and to instruct a representative in anticipation of the conference debate at Guernsey. It is thought that the eventual outcome will be a consolidated document for submission to government.

Increased awareness of the anomalies of the Shops Act 1950 and mounting evidence of disregard for the law shown by a number of traders, have led to the Government admitting it has increased sympathy for the idea of change, says the NCT. The Home Secretary implied recently that a catalyst was needed to bring together these feelings and the submissions might well have that effect, the NCT believes. ■

Japan net exporter of pharmaceuticals?

The 1980s could well bring a major attack from Japanese manufacturers of pharmaceuticals on the world market. Japan is currently the second largest market for pharmaceuticals behind the United States, and a recent report predicts that their per capita consumption will soon be the highest in the world.

The report studies structure, size, trends and developments within the sector and points out that, while Japan has traditionally imported more than it has exported, Japanese developed drugs have rapidly advanced in quality and are now being licensed abroad. *Pharmaceuticals (£35), Key Note Publications, 23 City Road, London EC1Y 1AA.* ■

Woolworth top media spending list

F. W. Woolworth have this year replaced the Co-op as largest spender on television and Press advertising, with Boots falling to third place. Figures produced by Media Expenditure Analysis Ltd, show Woolworths as spending some £10.2m, split into 65 per cent on television, and 35 per cent on Press. MFI spent £9.59m, 78 per cent of their budget going on Press advertisements, and Boots brought up third place with £9.36m, again devoting 78

per cent to Press appearances.

MEAL figures include only advertising by individual brand names, and do not include multi-product manufacturers. This means that retailers, being counted as single brand names, tend to dominate the list. 1980's top-of-the-table figures showed the Co-op in first place, with a spend of £8.8m, Boots second, spending £7.7m and Woolworths spending £7.4m in third place. ■

Non-domestic rates condemned

Mr David Dexter, chairman of the National Federation of Self Employed and Small Businesses, opened the Federation's recent annual conference with a speech attacking the current commercial rating system.

Presenting Mr Michael Heseltine, Secretary for the Environment, with a paper giving the Federation's response to his recent green paper asking for suggestions on rate reform, Mr Dexter described "this mafia-like extortion" as the largest non-productive overhead suffered by businessmen, as well as a major deterrent to new and expanding businesses and the cause for many properties throughout the country becoming disused.

The Federation's position, based on a resumé prepared by the Adam Smith Institute of Research, is that the non-domestic rating system should be abolished completely, leaving central Government to provide all funds for local government. NFSESB argue that the abolition of non-domestic rates would act as a major incentive to small business, reducing the price of exports by 5 per cent, and bringing inflation as a whole down by 2 per cent — with no significant loss of local democracy.

Mr Brian Kelly, secretary of the Federation, describing Mr Heseltine as "the biggest enemy of small business in this country", refers to current rating policy as creating "social black holes" in regions such as his native South Wales. Government enterprise zones, he suggests, achieve good results for their own areas, but only at the expense of business taken from other regions — creating no real new jobs overall.

Other reactions to the Government's green paper include a proposal from Dr Douglas Mair, lecturer at Heriot-Watt University, Edinburgh, that domestic rates be abolished, shifting the whole burden onto industry and commerce. ■

Job prospects — retailing static

Retailers as a whole are no more optimistic regarding job prospects than they were this time last year, according to a survey of employment trends carried out by Manpower Ltd.

Although the proportion of employers expecting to decrease staffing levels in the three months to June 30, 1982, has dropped slightly to 14 per cent, from the previous year's figure of 15 per cent, the proportion of retailers expecting to increase staff has also fallen, from 13 per cent in the second quarter of 1980 to 11 per cent for the equivalent period this year.

A marked improvement is noticeable when the figures are compared with those for the first quarter of 1982 however. In the three months to March 31, 33 per cent of retailers expected to shed staff, while only 7 per cent anticipated an increase in staffing. A further indication of increasing stability is the 73 per cent of shopkeepers who anticipate no change in their staffing levels over the present quarter.

Briefly

■ **Intercobra Ltd** have moved their London sales office to larger premises at 5 Ricketts Street, London SW6. Telephone 01-381 2373/4.

■ **Parnall & Sons Ltd**, storefitters, have issued an eight page brochure for their Shomore shelving system, available from Lodge Causeway, Fishponds, Bristol BS16 3JU.

■ **Air Alive Ltd** have been appointed UK agents for the negative ion generators originally marketed by Larirest Ltd. The company is based at 4 High Street, Huntingdon, Cambs PE18 6TE (telephone 0480 50455).

■ **Association of Scientific Technical and Managerial Staff:** The divisional officer responsible for the Guild of Hospital Pharmacists will in future be located at ASTMS, 79 Camden Road, London NW1 9ES (telephone 01-267 4422).

■ **Kirby-Warrick Pharmaceuticals** are co-operating with Freshtex in a move to market own-label cotton buds to the grocery trade. Production will be undertaken by Kirby-Warrick, leaving Freshtex to handle marketing and distribution.

■ Trade Union representatives on the **Chemical and Allied Industries Joint Industrial Council** have accepted the employer's offer, and agreed to recommend acceptance to their members. The basic rate will be increased to £1.90 per hour, bringing the basic weekly wage to £76. The three-shift differential will rise to 27.9p per hour. The settlement takes effect from May 8.

■ **A. Nelson & Co Ltd**, manufacturers of homoeopathic medicines, are to further increase their product sales into the chemist trade by the addition of Interhealth Ltd to their existing distribution network. Interhealth are to carry the full range of Nelson's products, and are based at *Phoenix Works, Davis Road, Chessington, Surrey KT9 1TH.* Telephone: 01-397 8641.

MARKET NEWS

Vitamin increases

The prices of several vitamins increased this week for both home-produced and imported materials. The one exception was thiamine where the British hydrochloride and mononitrate salts fell slightly. Further price changes are forecast next month.

Elsewhere in the markets, the fall in sterling caused by the Falklands crisis had its inevitable effect. Most of the movement in botanicals and imported oils was due to currency changes. One exception was peppermint oil — the expectation of a much smaller Brazilian crop caused *arvensis* spot and shipment prices to rise sharply by £0.50 kg. Some buyers switched to Chinese resulting in a slight increase in the spot price.

In botanicals, aloes, Peru balsam, cascara, camphor, menthol and turmeric were all dearer. Licorice root rose at origin to £820 per metric ton. Tolu balsam was down as was the spot price of black pepper. Canada balsam was quoted again at £16.60 spot and 10p dearer for shipment.

Pharmaceutical chemicals

Aluminium hydroxide: BP dried gel £1.70 kg in 200 kg lots.
Ammonium acetate: BPC 1949 crystals £0.8635 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots ex works.
Ammonium bicarbonate: BPC £234.77 metric ton, ex-works, in 50-kg bags.
Ammonium tartrate: Commercial £3.29 kg in 50-kg lots.
Amylobarbitone: Less than 100-kg £21.90 kg; sodium £24.20.
Ascorbic acid: (per kg) 25-kg £6.05; 500-kg £5.67-£5.78 as to source; coated £6.27 — (25-kg lots).
Calcium ascorbate: £7.38 kg in 25-kg pack.
Carotene: Beta — 10% £32.01 kg (5-kg lots); 20% suspension £41.25 kg (5-kg).
Cyanocobalamin: per g £2.60 in 100-g lots; imported £3.25 in 1-kg lots.
Nicotinamide: £4.42 kg in 50-kg lots.
Nicotinic acid: £4.18 kg in 50-kg lots.
Thiamine: Hydrochloride / mononitrate £18.43 kg in 20-kg lots of British origin; 500-kg £17; imported £16.
Vitamin K1: £1.16 g for 100g packs.

Crude drugs

Aloes: Cape £1,490 metric ton spot; £1,460, cif. Curacao £3,400, cif.
Balsams: (kg) Canada: £16.60 spot; £16.70 cif. **Copaiba:** £5.60 spot; £5.65, cif. **Peru:** £9.80 spot; £9.90, cif. **Tolu:** Spot £5.60.
Camphor: Natural powder £9.85 kg spot; £9.65, cif. Synthetic 96% £1.42 spot; £1.30, cif.
Cascara: £1,290 metric ton spot; £1,315, cif.
Liquorice: Root, no spot; £820 metric ton, cif. Block juice £1,400 metric ton spot; spray-dried powder £1,900.
Menthol: (kg) Brazilian £7.60 spot; £7.35, cif. Chinese £6.35 spot, £6.30, cif.
Nux vomica: No offers.
Pepper: (metric ton) Sarawak black £975 spot, \$1,500, cif; white £1,325 spot; \$1,975, cif.
Turmeric: Madras finger £365 metric ton spot; £320, cif.

Essential and expressed oils

Anise: (kg) Spot £13.00; £11.75, cif.
Bois de rose: £8.75 kg spot; £8, cif.
Cananga: Indonesia £20.75 kg spot; £20, cif.
Cassia: Chinese £55 kg spot and cif.
Cinnamon: Ceylon leaf £3.10 kg spot; £2.85, cif; bark; English-distilled, £150.
Citronella: Ceylon £2.60 kg spot; £2.35, cif. Chinese £3.80 spot; £3.75, cif.
Lemongrass: Cochiti £4.85 spot; £4.55, cif.
Nutmeg: East Indian £8.70 kg spot; £8.25 cif. English distilled £15.
Peppermint: (kg) *Arvensis* — Brazilian £7.75 spot and cif. Chinese £4 spot and cif. American piperata £13.
Petitgrain: Paraguay £9.45 kg spot; £9, cif.
Spearmint: Chinese £9.10 kg spot; £8.65 kg, cif. American from £11.50 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Unichem golf trip

Unichem are planning an ambitious golfing tour holiday to South Carolina, United States, in April 1983, which is hoped to include two days at the practice days of the Masters Tournament at Augusta, Georgia. It is intended that the trip will also include a visit to the well-known Hilton Head Island — one of the best known golfing resorts in America.

Fifty Unichem members have expressed strong interest in the 10-day holiday. Other pharmacists who would like more information should contact Bill Hart, Unichem's assistant marketing director, at Crown House, Morden, Surrey (telephone, 01-542 8522). ■

Industry courses

The Center for Professional Advancement in Amsterdam is running a series of intensive two- or three-day courses on industrial pharmaceutical topics in June and July. The subjects covered will be: Applied surface and colloid chemistry, June 1-4; Sterile products technology, June 14-16; Particulate matter monitoring workshop, June 17-18; Good manufacturing practice for the pharmaceutical and allied industries, June 28-30; GMP for the medical device industry, June 30-July 2; Analysis of biomedical studies using modern statistical techniques, June 29-July 1; Qualification and validation of pharmaceutical processes and systems, June 28-July 2; Preparing clinical protocols and good clinical practices, July 5-6; Mechanics of preparing INDs and NDAs and FDA regulations, July 7-9; Emulsion-suspension technology, July 5-7; Microencapsulation, July 7-9.

Course fees vary from \$720-1,540. Course description and registration details from *The Center for Professional Advancement, Postbus 19865, 1000GW Amsterdam, Netherlands.* ■

Quality control: Swiss seminar

The fifth European seminar on "Quality control in the pharmaceutical and cosmetic industries — administrative and economic problems," will take place at the University of Geneva, Switzerland, September 23-24.

The seminar will cover three main topics — the introduction and implementation of electronic data processing into quality assurance, its use in quality assurance operations, and

quality cost systems. There will be parallel discussion groups on each topic. Details and registration forms from *EOQC Pharma Cosmetic Section, c/o SAQ, PO Box 2613, CH-3001 Bern, Switzerland.* ■

Monday, April 19

Swindon Branch, Pharmaceutical Society, The King's Arms Hotel, Wood Street, Swindon at 8.00pm. Annual general meeting.
Mid Glamorgan East Branch, Pharmaceutical Society, Hawthorn Leisure Centre, Pontypridd at 8.00pm. Detective Chief Inspector Johnson and Detective Constable Vincent talk on "The drug problem in South Wales". Buffet supper.

Monday, April 19

Brighton and Hove Branch, National Pharmaceutical Association, Langfords Hotel, Third Avenue, Hove at 8pm. Mr John Irving, Colson & Kay Ltd, speaking on "Nails and cans."

Tuesday, April 20

South West Metropolitan Branch, Pharmaceutical Society, Medical School, St Georges Hospital, Blackshaw Road, Tooting SW17.
Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre, Royal Infirmary, Leicester at 8.00pm. Annual general meeting.
Stirling & Central Scottish Branch, Pharmaceutical Society, Station Hotel, Stirling, at 8.00pm. Miss Anne Sutherland talks on "Some aspects of plastic surgery". Annual general meeting forms part of meeting.
Bath Branch, Pharmaceutical Society, Medical centre, Salisbury General Infirmary, at 7.30pm. Mr John Iles, member of Council, speaks "To promote the interests of the members".
Midlands Region, Royal Society of Chemistry, Lecture theatre, Fison's Pharmaceuticals, Loughborough at 2.00pm. Joint meeting with Electro-analytical and Joint Pharmaceutical Analysis Groups. Mr A. G. Fogg, Mr J. P. Hart and Mr I. E. Davidson talk on "Electrochemical methods in the pharmaceutical industry".
North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, at 7.30pm. Informal meeting before a panel of four, entitled "Improving the future of pharmacy".
Fife Branch, Pharmaceutical Society, Anthony's Hotel, Kirkcaldy, at 7.45pm. Annual general meeting and film show.
Ayrshire Branch, Pharmaceutical Society, Balgarth Hotel, Dunure Road, Ayr, at 8.00pm. Annual general meeting.
Bristol Branch, Pharmaceutical Society, Postgraduate medical centre, Frenchay Hospital, at 8.00pm. Annual general meeting.

Wednesday, April 21

Slough Branch, Pharmaceutical Society, Wexham Park Hospital, Slough, at 7.30pm. Annual general meeting.
Crawley, Horsham & Reigate Branch, Pharmaceutical Society, Boots Ltd, Queens Square, Crawley, at 7.30pm. Annual general meeting and wine tasting.
Isle of Wight Branch, Pharmaceutical Society, Solent Court Hotel, Esplanade, Ryde, Isle of Wight, at 7.30pm. Annual general meeting.

Thursday, April 22

Edinburgh & Lothians Branch, Pharmaceutical Society, Research Park, Heriot-Watt University, Riccarton Campus, at 8.00pm. Annual general meeting.
Bradford and Halifax Branch, National Pharmaceutical Association, Victoria Hotel, Bingley, Bradford at 8.00pm. Annual general meeting.
Wirral Branch, Pharmaceutical Society, Wirral Postgraduate medical centre, Clatterbridge Hospital at 8.00pm. Annual general meeting.
Birkenhead and Wirral Pharmacists' Association, Wirral Postgraduate medical centre, Clatterbridge Hospital at 8.30pm. Annual general meeting.
Hull Pharmacists' Association, Postgraduate centre, Hull Royal Infirmary at 6.45pm. Members dinner — speaker, A Hargrave, Prescription Pricing Authority.

Sunday, April 25

Welsh Committee for Post Graduate Education, PGMC, Royal Gwent Hospital Newport, at 11am. Study day on "Mental Health." Applications to Dr. D.J. Bailey, Welsh School of Pharmacy, telephone Cardiff 373165.
Chiltern Regional Conference, The Lorch Foundation, Lane End, High Wycombe, Bucks at 10.30am. Subject is "To treat or not to treat — a rational approach to the management of symptoms in general practice pharmacy." Fee £3.50, applications to Andrew Haynes, PSGB Chiltern Region, 78 Bunns Lane, Mill Hill, London NW7 2DR.

Advance Information

National Point of Sale and Promotions Exhibition, West Centre Hotel, London, September 14-16. Details from Batiste Exhibitions, Pembroke House, Campsbourne Road, Hornsey, London N8.
University of Bradford, D4 Lecture Theatre, Main University Building on Wednesday, April 28 at 8pm. APS Wallace Hemingway Memorial Lecture, "Pharmacology in the service of Man," by Sir James W. Black.
North West Thames Regional Health Authority, A course of four evening lectures on common clinical problems — May 6, May 13, May 20, May 27, commencing at 8pm. Subjects covered are effective communication, patient counselling, patient medication records and computers and micro-processors. Application forms from Mr M. Nelson, Flat 9, Nevein Square, London SW1.
International symposium on exercise induced asthma, Oslo, Norway, May 21-23. "The asthmatic child in play and sport," sponsored by Fisons Pharmaceuticals. Further information from MSW Promotions, 27 Catherine Street, London WC2B 5JG.

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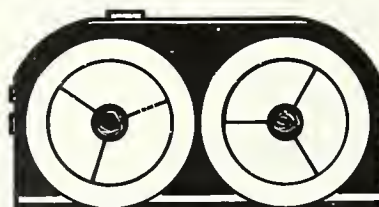
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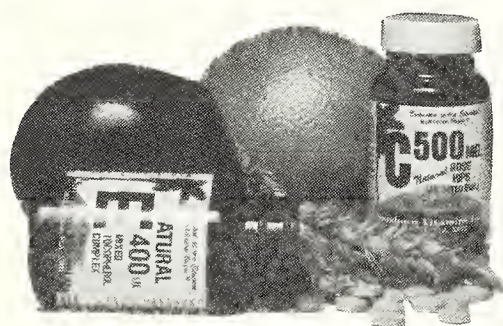
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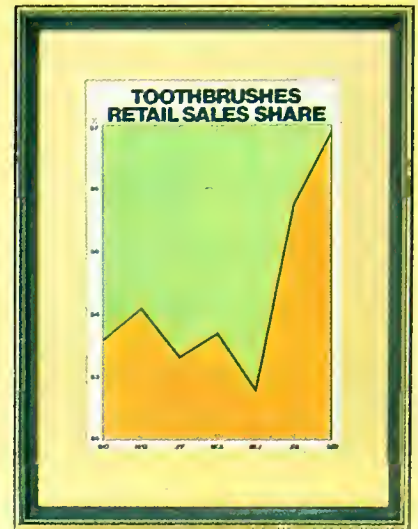
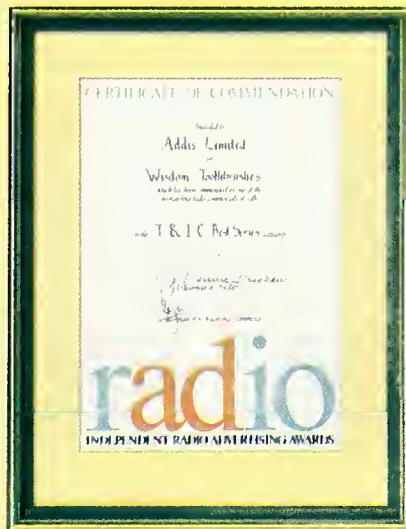
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Distributors of Seton specialised surgical dressings and appliances

Our award winning national radio campaign



is back on the air!

Last year Wisdom used commercial radio for the first time. It was the biggest ever use of the national radio network break. And the campaign won three commendations. The one we like best is the one that proves your customers were listening, and responding. Following the Wisdom radio campaign our share of all toothbrushes sold in the period was up to an all time high of 56.9%.

(Source: Nielsen)

The advertising industry recognised the strength of this campaign, too. It was commended in two separate competitions: one for creativity, the other for proven effectiveness through consumer research.

Not surprisingly, you'll hear a lot more from Wisdom on your local commercial radio station again this year.

During April and May - every shopping day - we'll be reminding your customers to take a good look at their toothbrushes... and buy a new one. We'll dominate the best radio time you can buy on every commercial radio station in Britain. (Now there are 34 of them, 8 more than last year!)

Once again, Michael Aspel will be starring in a new series of scripts, and the campaign is bound to bring the toothbrush to the front of every listener's mind. We've designed a whole range of related point-of-sale material for you to take advantage of it. So make sure you have a plentiful stock of the best-selling Wisdom range on hand, particularly the Mouth Master and Wisdom Quest, both featured in the campaign.

WISDOM®

